The Coin Machine Review

AUGUST, 1941

The COIN MACHINE REVIEW for August, 1941. Vol. 9, No. 2. Published monthly at 1115 Venice Blvd., Los Angeles, California. Fitzroy 9267. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 for 1 year or 3 years for $2.00. 25c per copy.

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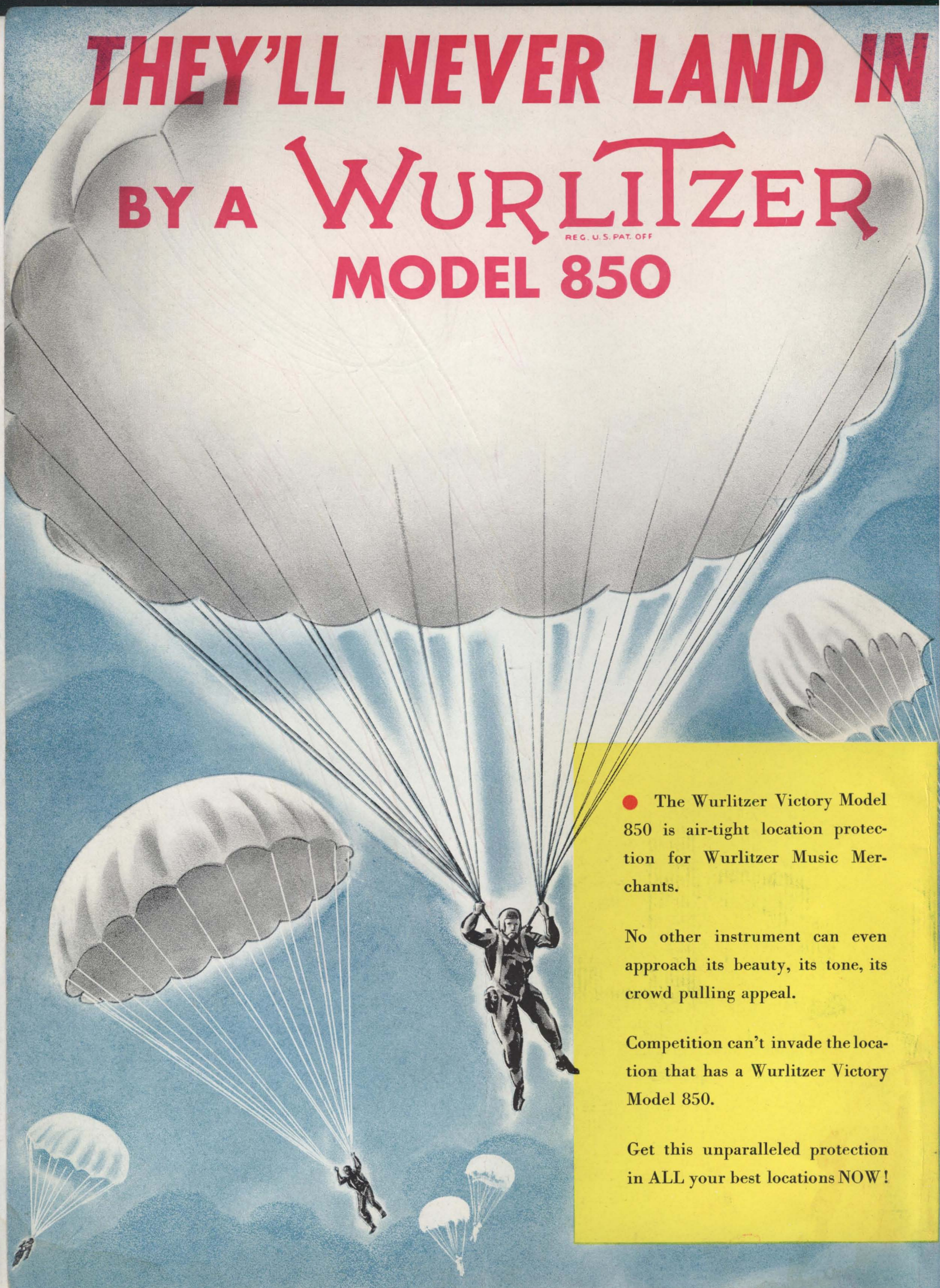

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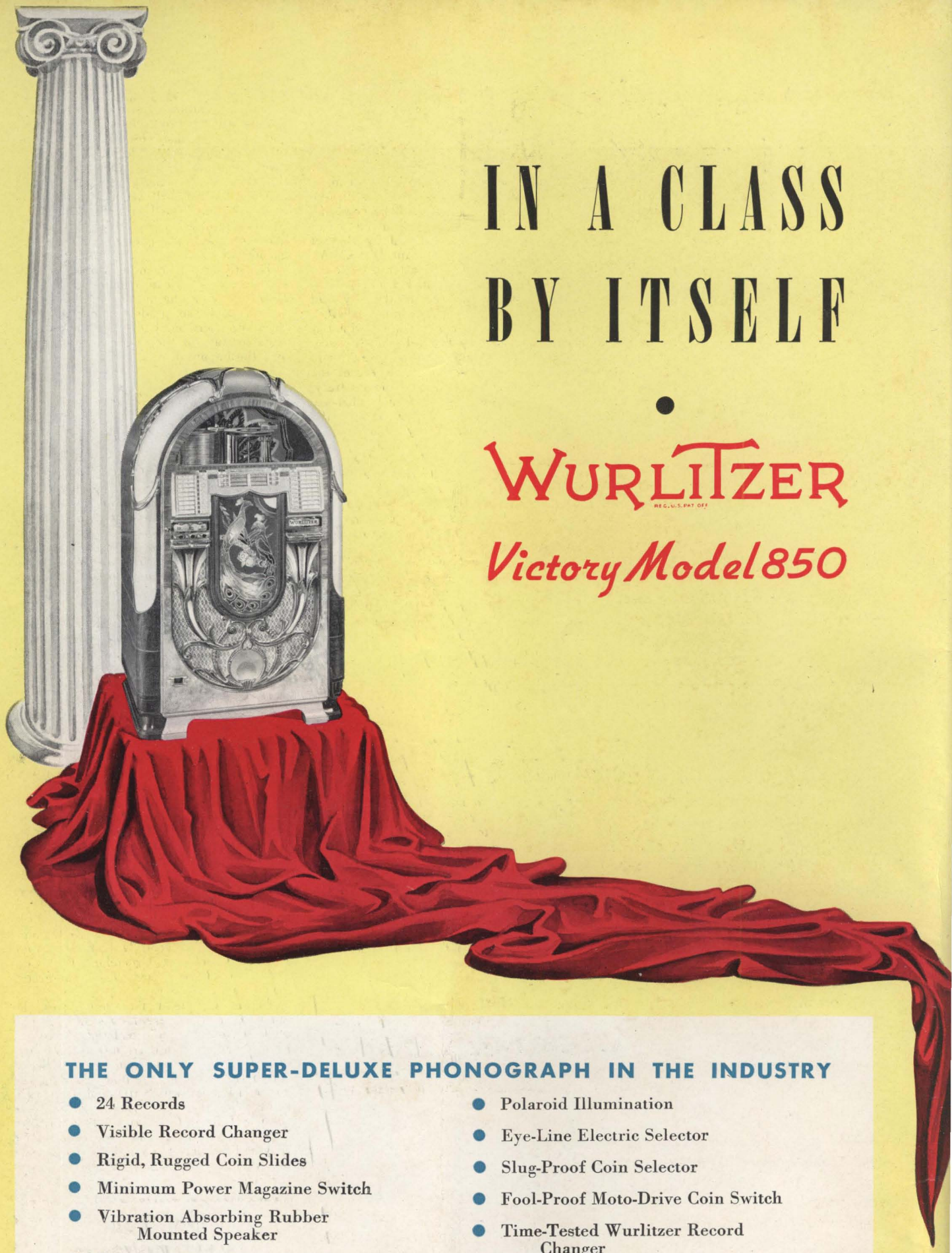

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Union Racketeers Found Guilty Of Extorting Funds From Operators

NASSAU COUNTY, N. Y.—One of the tentacles of a nation-wide racket, popular with gangsterdom, was crushed here, freeing pinball operators from "tribute demands" masked as union dues, as John Peters, 27, and David Hendrickson, 29, were convicted of conspiracy, extortion and coercion.

District Attorney Neary, in a two-hour summation of the case in which he prosecuted the defendants, referred to the lengthy cost of the trial, declaring, "No matter what it cost, it would be well worth while if it drove out this slimy racket and these slimy racketeers who have been preying on the citizenry of this county. If we can strike out that threat, the money will not be wasted."

Justifying his case, he explained, "I'm not here to try to justify the pinball industry, but I do tell you that the industry is legal until the machines are used for an illegal purpose by some store-keeper who pays off."

Hendrickson and Peters had used the familiar method of cloaking their gangster's game with the union front. Hendrickson was president of the Nassau-Suffolk Recreational Association of Lynbrook, which the state contended was formed last fall along with Local 1199 of the International Brotherhood of Electrical Workers of Hempstead for the sole purpose of collecting tribute from operators in the pinball industry by forcing them to join both groups, under threat of picketing, and pay $1.00 per month per machine for the privilege of operating without molestation. Peters was business agent of the union local. Most of the 60 pinball operators in the county had been forced into the combination before it was broken up in the course of an investigation conducted by District Attorney Neary and Assistant District Attorney Frank A. Gulotta after several operators filed complaints in February.

Judge Johnson, in charging the jury, told them: "You should determine whether threats or acts of picketing were primarily made and done in good faith and in a genuine attempt to improve the wages, hours or working conditions of employees of the pinball industry . . . If, on the contrary, such threats were not for such purpose, but carried out by these defendants for the purpose of extorting money from the pinball operators who were conducting their business in the county of Nassau, then such picketing was not lawful and these defendants cannot claim any exemption under the labor law, the general business law or any other statutory provisions regulating labor or the relationship between employer and employee."

Because the jury voted "Guilty," Peters faces a possible sentence of from twenty-four and one-half to forty-nine years. Hendrickson faces a theoretical maximum of double that amount, due to a previous conviction of an admitted felony. ◆

Japanese Embargo Cuts Off Charms

WASHINGTON, D. C. — Vending machine operators of the United States who use Japanese made charms in their merchandise vending machines to bolster grosses will have to be content with American made charms. The Federal Embargo placed on Japanese made products on July 25th will prohibit the further importing of this type of merchandise.

Also affected will be travelling crane operators who have found the flashier and cheaper Japanese trinkets especially desirable for use in crane and digger type machines.

The Federal Bureau of Home Industry states that American manufacturers have been supplying charms of superior quality to the Japanese product for some little time but operators have been slow to use them because of the slight additional cost over the imported ones. ◆

Robinson Guest Of Manufacturers

CHICAGO — Carrying out his well-mapped program of "Big Four Harmony", "Curley" Robinson, managing director of the Associated Operators of Los Angeles County, paid a four-day visit to manufacturers here in late July. For years, Robinson's policy has been to "create harmony among the four branches in the coin machine field—the manufacturers, the distributors, the operators and the location owners."

In a two hour summation, July 21, "Curley" discussed problems and policies which are important to those four divisions in that they are co-related, presenting data and material from his association's files.

The California director left with promise of active support to operators, distributors and location owners from the manufacturers.

Listening to Robinson at the meeting were: John A. Russell, attorney; James A. Gilmore, secretary-manager of the Coin Machine Industries, Inc., and Manufacturers Dennis Donohue, Mills Novelty Co.; Jack Keeney, J. H. Keeney & Co.; Dave Gensburg, Genco Mfg. Co.; John Chrest, Exhibit Supply Co.; Harold Baker, Baker Novelty Co., Inc.; Ray Moloney, Bally Mfg. Co.; Sam Wolberg, Chicago Coin Machine Mfg. Co.; David Gottlieb, Dave Gottlieb & Co.; Walter Tratsch, A. B. T. Mfg. Corp.; Al Douglis and S. Helfenbein, Daval Co.; R. W. Hood, H. C. Evans & Co.; Richard Groetchen, Groetchen Tool Co.; and Dave Rockola and T. L. Maurada, Rock-Ola Mfg. Corp.

Enthusiastic about his meeting with the manufacturing representatives and his trip to Chicago, "Curley" declared, "I had a grand time and enjoyed myself immensely. I feel that the personal touch is necessary occasionally for the understanding and co-operation for which the AOLAC is constantly working. And, when I go and talk the way I did in Chicago, I believe I'm just saying all the things the boys would say if they had the time to go and discuss matters of every-day concern with the manufacturers." ◆

ROAD MAN WANTED

We are interested in obtaining the services of a competent and capable Coin Machine Salesman to travel the Coast States representing products manufactured by several of the outstanding manufacturers in the Industry.

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BOX 360
COIN MACHINE REVIEW
1115 Venice Boulevard Los Angeles, California

Heigh-ho, Heigh Ho!

Vacationing We Go!

The REVIEW offices will be open for business as usual between the hours of 8:30 and 4:30 starting on September 1st. August 10th to 30th have been selected as the vacation dates for REVIEW employees in Los Angeles and during this 3-week period there will be only one employee to take care of absolute emergencies.

Get Your SEEBURG Equipment at
C. WALTERS & ASSOCIATES
2201 BEVERLY BLVD., LOS ANGELES

SAN FRANCISCO

SAN FRANCISCO—The wheels in the coin machines have as much progress in them as any other wheels, philosophized **Johnny Ruggiero,** as he prepared for the July open house celebration of Jack R. Moore Company. Johnny referred to the new trend—for the moving of the Moore establishment from traditional "Coin Machine Row," Golden Gate Avenue, to Sixth Street, casts a shadow of future events. **Lou Wolcher,** too, is deserting the familiar "Row" for headquarters not far from the Moore doorways. Lou's elaborate show rooms are now being constructed at 1350 Howard Street . . . where his Advance Automatic Sales Company will conduct business in the future.

"You simply have no conception of what this place will be like when it is finished," friend Wolcher confided the other day. "We will, in addition to all the new trappings inside, have complete parking facilities for twenty cars and I can tell you it is going to be—well, wait and see."

Lou is too busy for a vacation this summer and we know why. Meantime, THE REVIEW has been promised some pictures of the new place and we'll run them soon.

No wonder we had difficulty in finding **Vance Mape** in his office at San Francisco last month. He has been busy with **C. T. McKelvey**, director of sales for the J. P. Seeburg Corporation of Chicago, who was on the Coast. With McKelvey was **James Barron,** general superintendent of the Seeburg plant. But we finally caught up with Vance and he said business has been swell and the Seeburg Bar-O-Matic 5-10-25 Selector is going over with a bang. Vance is still trying to edge that vacation in and hopes it may be soon now.

M. A. Pollard of MAP Sales Company out on Golden Gate Avenue avers that business is excellent and it's even better out of town than in town. We're glad to have seen you the other day, M. A. and hope that business continues to be good.

By the time this issue is on the press, **J. Vance Wallace**, who heads up the Viking Specialty Company in San Francisco, will be back in Tennessee. His folks have been married fifty years and Vance and the family are driving back to help them celebrate their Golden Wedding Anniversary. Incidentally, it's going to be a good time for Vance to call on some of the factories, which he'll be passing on the way home.

Fred S. Neumann likes his work and no foolin'. He can't seem to push the Rock-Olas out fast enough and confides that his business keeps him going at all hours.

D. D. Patton, of Turlock, Calif., was in San Francisco on one of his frequent calls. He and **Johnnie Ruggiero** were drinking coffee in the tavern near Johnnie's office the other Saturday morning. Patton operates in several of the valley towns and does a fine business. That was a nice sport outfit you had on, D. D. ◆

—Robert W. Walker.

◀ *Stewart Gets Utah On Evans Line*

LOS ANGELES—Mac Mohr, West Coast Factory Representative for H. C. Evans & Co., announced on August 1st the appointment of Dan Stewart, Stewart Novelty Co., Salt Lake City, as distributor for the Evans line.

Dan Stewart flew to Los Angeles to confer with Mac on new Evans products and outline a campaign for the territory he covers. While in the Southland Dan took advantage of the opportunity to visit Bing Crosby's Del Mar tracks to see the nags perform.

Stewart covers Idaho, Wyoming and all of Utah, and is well known and one of the largest distributors in that Western area. ◆

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1 SUPER SIX . . 19.50	3 SARA SUZY . . 37.50	4 ALL AMERICAN . 59.50	1 ENTRY . . . 79.50
1 RED HOT . . . 20.00	2 OH, JOHNNY . 37.50	3 GOLD STAR . . 59.50	1 FOUR DIAMONDS 79.50
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1 FOLLIES OF 40 . 25.00	2 BLONDIE . . 37.50	3 SEVEN UP . . 64.50	4 MAJORS OF 41 . 79.50
1 BIG TOWN . . 29.50	1 LANDSLIDE . . 39.50	1 CHAMP . . . 64.50	1 HI DIVE . . . 79.50
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Ghosts Guard the Lost Mine of Pish-La-Ki

AN OUT-OF-THE-INDUSTRY FEATURE BY

JAY CHARLES

Countless are the many Legends concerning Lost Mines of the Great Southwest. Here is probably the most fabulous related by a man who has spent years and years in quest of Lost Mines throughout the Western States.

The lure of lost mines has led countless men to their death; to years of solitude and privation. It will always be so for there *are* many mines of fabulous richness that have been found, only to again be lost in that vast territory of the Southwest where strange things still happen.

Now you may wonder how a mine can be "lost." It is a simple thing. In the first place the original discoverer of the mine usually has worked alone. You have seen them if you have travelled any through Arizona, New Mexico, California, Utah, and other states. Lonely men, these Desert Rats. Men living for months at a time with the desert for their bed and the stars for their covering. Men whose eyes are deep-set in wrinkles, caused by peering ceaselessly into the sun-baked soil in search of the telltale sign that will bring them fortune. Men who grow a bit "queer" due to the loneliness.

I remember one I met once in the Pintos. I'd pitched my camp near Cottonwood Springs preparatory to stocking up with water in the morning before attempting the Pinto Basin crossing. Over the ridge he drifted, riding one burro and leading three others. He was heavily outfitted and evidently starting off on a trip back deep into the mysterious mountains, said to be rich in ore.

He pitched his camp nearby, nodded a brief acknowledgment of my salutation, built a fire, cooked a frugal meal and then turned his stock out. Then he sat by the fire and smoked. My curiosity getting the better of me I called across the intervening space.

"Moving on tomorrow, Pardner?"

"No," he shouted back, "I'm stayin' right here a spell," and silence again reigned.

After a while he walked over to me and we chatted of this and that. Finally, in all seriousness, he informed me, "I'm leavin' afore daybreak, Pardner, but I told you I wasn't because if them fool burros heard me say I was goin' on they'd scatter and I'd have a helluva time catchin' 'em in the mornin'."

He actually believed those burros understood every word he said and would wander away from camp if they knew he was moving! Which is what I mean by some of the Desert Rats acting "queer."

But to get on with lost mines. A prospector finds a rich "strike." He is alone and he loads up with all the ore he can manage, carefully covers his find over so that any other passing prospector will miss it, and sets off for town. He fully intends to file his claim at the Recorder's office and return to work it. He hits town generally coming in from an opposite direction to where the mine really is, for he knows that once the word gets around that he has "struck it rich," every effort will be made to follow him back to his strike.

He cashes in and starts buying supplies for the work ahead. He is completely silent anent his discovery, and is well satisfied with the progress being made, when he decides such luck should be celebrated and (generally) proceeds to get all "tanked up," rolled for his wad, and perhaps knocked off.

He dies and the secret he has so carefully guarded dies with him. That is reason number one for many lost mines. Others include the discoverer, coming out of his binge and trying to throw off those following him, actually being unable to relocate the mine. It has happened to my knowledge.

Now all of this may not make sense to the reader ensconsed in a comfortable chair in a nice home in the city. Try living on bacon and beans for months with your only company a long-eared, loud-voiced burro; try putting up with unbelievable hardships for week after week; with going short on drinking water, your grub running out and being forced to eat Chuckwalla lizards and rattlesnakes (they're not *too* bad) and then hitting the jackpot. Go to town and tell me you won't celebrate.

Again some mines are lost because the finder is trailed pretty close to the diggin's and then killed by those who think they've found his secret. Oh, there are many and varied reasons why mines become "lost."

Over in Utah they will tell you of the lost silver mine of Pish-la-ki. It is no fable, that mine. Many years ago the Navajo Indians knew it and dug raw silver from it. Silver so rich they could work it without smelting; pure silver they hammered into ornaments and sold. Only seven men of the tribe knew its location and with the death of the last one went the secret of the location of the mine. Two white men found it, Merrick and Mitchell, and they were killed by Indians in 1880 on their way out to civilization. The Navajos claim the Utes did the dirty work and perhaps are right for the killers left the bodies with sacks of the precious ore, which were later found. The Utes knew nothing of the silver and the Navajos did, so mayhap they tell the truth when they say they had no hand in the killing.

Cass Hite, miner, bad man, killer, thought he could find the lost mine of Pish-la-ki. He rode across the pages of history in 1882 when he stopped at a government surveyor's camp on the boundary between Utah and Arizona for food and before he left had garnered $1600 for "shares" in the lost mine which he "thought" he could find. He never found the mine and he often laughed at the gullibility of the men who had forced their money on him . . . also he admitted that he had never intended to cut them in on his find if he had located it.

Original discovery of Pish-la-ki is set as 1879. The finders brought out samples of ore so rich as to be past belief, went back in 1880 to "work the diggin's," were never seen alive again. Late that year friends organized a searching party and when twenty heavily armed men went in, they found the bodies and sacks of ore. Evidently the men, Mitchell and Merrick, had relocated their find and were headed back to civilization when killed by the Indians.

Searchers thought the mine must be somewhere nearby and combed the mountains with a fine tooth comb, but never located it. Then Hite took the trail, made friends with the Navajo Chief, Hoskaninni, "The Angry One", and although the Navajos liked Hite and he lived with them for years, he never succeeded in locating the great silver deposit.

He built a shack on the Colorado River, now known as Hite's Crossing, lived there until the gold rush of 1898 drove him to move further down the river to Tickaboo Creek where he lived alone until his death in 1912.

Desert Rats still look for Pish-la-ki. No longer do marauding Navajos and Utes molest them. Steel ribbons cut the desert as streamlined trains rush through, and high overhead swift planes carry passengers, but still up the washes and over the ridges silent men leading patient burros plod slowly along, looking, ever looking, and of a night the coyote makes music as in the days of Hosteen Pish-la-ki, as Cass Hite came to be known; as in the days of Mitchell and Merrick, and all those who followed them.

As the canyon reverberates with the weird but beautiful music of the coyote and the stars gleam down, a solitary camp fire gleams and a lean, stooped figure of a hard-bitten miner warms his coffee in the ashes, wolfs down his sowbelly and beans, rolls a cigarette and sits silently before his fire to listen to the sounds of the night and dream of the morrow—when he will find the treasure of the lost mine of Pish-la-ki. ◆

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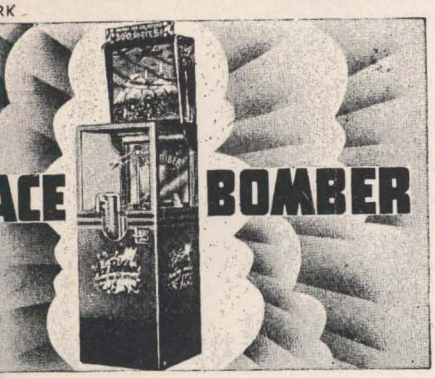

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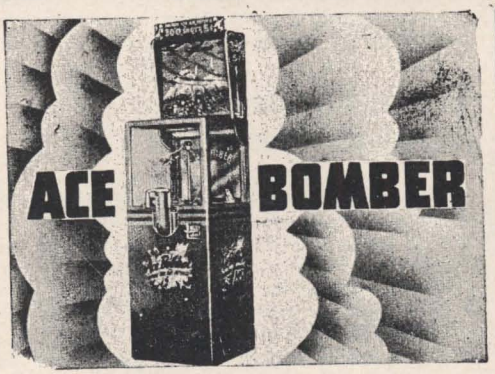

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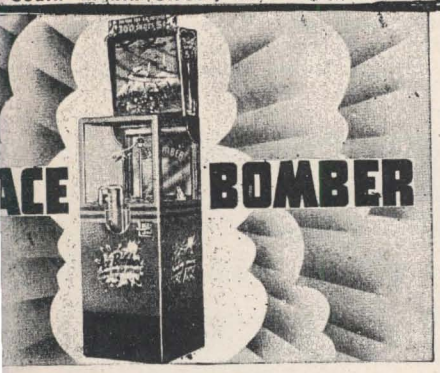

om what I've already seen of ACE MBER, I predict it will be one of this ustry's top moneymakers for a long, long ."

Bert Lane

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STEWART NOVELTY CO.

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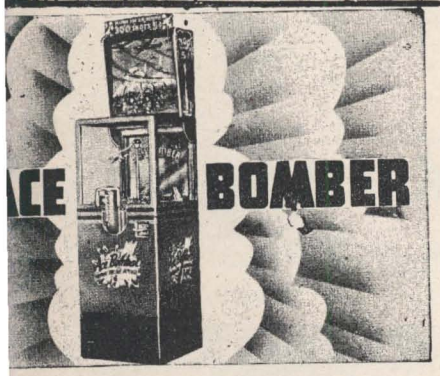


RESSIVE SIZE is an added attraction for BOMBER . . . yet locations and arcades me it because it takes up very little floor while piling up big collections!

NITED AMUSEMENT CO.

3410-12 Main St., Kansas City Mo.

● ***HITCH YOUR BANKROLL TO A HEADLINER!***

ACE BOMBER Grips Them, Startles Them, Dares Them To Be Better and Better Marksmen! An enemy bomber roars overhead, the player tries to coordinate his rugged two-handed trigger with the four sets of searchlights and anti-aircraft machine guns that lift up and spit destruction at the passing raider. The skill comes in aiming and timing the proper searchlight and anti-aircraft battery as the bomber approaches and flies over the territory guarded by those particular defenders. Player hangs on tensely, doggedly, straining every nerve to take deadly aim! ACE BOMBER is T. N. T. in action . . . a gold mine in profits!

INTERNATIONAL MUTOSCOPE REEL CO., INC.

Manufacturers of Ace Bomber, Drivemobile, Skyfighter and many other Hits!
WILLIAM RABKIN, President
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK
Vest Coast Representative: FRED McKEE, 2041 Kenneth Road, Glendale, Calif.

— On the Coast —

Miss Sibyl Stark, whose name is becoming an important one in the coin machine business.

Sibyl Stark Takes Over Jobbing Business

SEATTLE, WASH.—Star Billing! That doesn't always require a theater! Sometimes it happens on the door of a business office! To be a star, you have to be fine enough to stand out from the crowd and make good. That can be done in the business world—in the coin machine field.

Sibyl Stark did it! She has proved she is "tops." Five years ago a young woman started working for Heberling Brothers. For the last few years she has been in charge of the operating division. Recently, she purchased Heberling's jobbing division, in the future to be run under her own name, at the same address.

Today she heads her own company and has just been appointed exclusive distributor for Panoram in the State of Washington. She also represents Mills Novelty Co. and Buckley Music System in addition to her punchboard and jobbing business.

Referring to Panoram, Sibyl Stark says several sub-franchises in Washington have been made and reports: "Panoram seems destined to 'go to town' in Washington." ◆

Vendors Suggested for Defense Stamp Sales

LOS ANGELES — To give millions of Americans the thrill of shaking "Uncle's" hand, Gene Towne, the film producer and writer, has turned coin machine designer! "Uncle," of course, is the nice old man with the long, white whiskers and red, white and blue suit who also answers to the name of "Sam."

The patriotic player inserts $1.00, 50 cents or a quarter. Uncle Sam shakes his hand and dispenses Defense Savings Stamps in amounts to equal his coin insertion.

America's favorite pastime is recognized fully and the importance of the coin machine industry really comes to the fore as Towne, recommending that his Uncle Sam be placed in schools, studios, factories, declared his belief it would sell millions of dollars worth of additional stamps.

Towne's idea was submitted, with drawings, to Harold N. Graves, assistant to the Secretary of the Treasury, who placed the material with the Postoffice Department. Since this department has been considering vending machines, it is not unlikely that Uncle Sam, erected along the design created by Towne, may appear with defense stamps. ◆

Long Beach Battles For Dollars

LONG BEACH, CALIF.—The night club and the mill! Each commercially important! The age-old issue, cropping up periodically to confront men in any amusement field, is facing the Progressive Business Men's Association of Long Beach and area. They have a battle on their hands as thousands of dollars float into other communities nightly, the result of permits being revoked in several clubs featuring dancing and serving liquor.

Back in 1913, Reno housewives, refusing to recognize that a city's commerce takes many forms, carried a law requiring a 12 month's term of residence for divorce seekers. As a result, Reno knew depression—store clerks jobless, hotels empty. It took two years to repeal the law, restore prosperity that depended upon divorce, an industry as vital to Reno as factories are to other cities.

So now Long Beach, a city where entertainment is a great commercial feature, is meeting a similar problem—of making it clear that entertainment of any kind, making or losing dollars makes or loses prosperity, brings or drives business away, aids or hinders the new tax burden and increased living costs.

In addition to serious matters, the Progressive Business Men's Association sponsors other affairs. Assemblymen Fred N. Howser and Lorne Middough and Chief of Police Joe McClelland, will be guests at a dinner dance and celebration, observing the opening of the association's second year, Tuesday, August 12th, at the Army and Navy Club.

Association members met July 29th to vote upon the issue of incorporation. ◆

Legion Honors "Curley" Robinson

LOS ANGELES — "Citation for Distinguished Service" is the honor accorded Samuel "Curley" Robinson, managing director of the Associated Operators of Los Angeles County by the American Legion and Sons of the American Legion.

The signature of William H. Clark, department vice-commander and commander, fourth area, the American Legion, is just below the Legion tribute which reads "For outstanding and noteworthy services to The Sons of the American Legion at their Third Annual Assembly and for his cooperation in all matters pertaining to their welfare. This Citation is presented in appreciation of those services so unselfishly rendered." A similar statement on the citation given by the Sons of the American Legion is signed by Carroll Parish, Captain, Fourth Area. ◆

Is YOUR NAME On Our Mailing List?

If not, it's costing us both money. Insure your profits in '41 by writing today to our nearest office for our special money-making and money-saving offer. Do it now! This means money to you!

Jack R. Moore Company

SEATTLE, WASH. PORTLAND, ORE. SPOKANE, WASH.
SAN FRANCISCO, CALIF. SALT LAKE CITY, UTAH

Operators Notice

AUTO LOAN PURCHASE MONEY

3½% SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St. *Michigan 0961* *Los Angeles, Calif.*

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

SEATTLE — On the Coast —

This is Guest Column Month in the Pacific Northwest corner. Subbing for the regular conductor is Mrs. Frank Countner, wife of King County's No. 2 phonograph operator.

"MY DAYS" or are they "HEY DAYS?"

By Mrs. Frank Countner

An opportunity like this doesn't always happen, to write a guest column. However if it is to be termed as an interview I would rather write than have an oral quiz—and what's more there could be a chance that a talent scout would read this issue and see a budding author. Or would he?

Writing isn't my profession—the city directory has me down as "Housewife," but these days you have to be diversified so here goes.

Last week-end we spent on Whidby Island, a perfect paradise. At this particular point the tide goes out about a mile and when it turns and comes back over the sun-baked sand, it truly is bath temperature. We all went fishing on Sunday morning and as we were trolling along—Bing—something grabbed Frank's line, he became so excited he almost stepped over the side of the boat. He let out his line, which began to unroll yards at a time. Of course he was sure of a fish on the other end. So he bowed and tipped his hat and asked for the press to make a statement and his picture to be taken. By this time he realized some two hundred feet had gone out and decided something was not right—we must have bottom—well, wouldn't you know it.

Did you ever see a cloud come over the sun? Well he certainly was low at the corner of the mouth and who wouldn't be when your hopes are raised only to find your hook, line and sinker are dragging. In he reeled. At last he saw his sinker and flasher, so all was not lost. What's that—well, I'll say all was not lost for on the end covering the hook was a luscious 13 pounder with not a wiggle left he was so played out. And the sun shown again.

Which all comes to the reason we were at this particular place. We have started to build a summer place, so by the end of summer I'll be an authority on angle irons, brick, window frames and sash—whether they are puttied or primed, bedded and glazed.

In the construction of all this, little Frank has taken a keen interest as he is five now. The other day he went with me as I picked up a fireplace damper and I had the usual routine of questions. Where does it go, and what is the object which I explained and then, "Do we have one at home?" and I unsuspecting said "Yes, of course." "Well, how does Santa Claus get down?" he shot back.

What is this high Temp fever that has stricken so many of the operators and distributors? All symptoms are that it is "Cadillacittus." I believe **Don Waltz** was the first victim and then came **Mrs. Fred Fields,** soon to be followed by **Irving Stept** and it is rapid succession, **Fred Fields,** and **Deidrickson.** What makes me so conscious of it is Irving Stept leaves his parked in front of his home where I view it from my living roow window.

The warm weather certainly got us, seeking a place to cool off, when everything was so hot. Deanna, she is now two, and brother Frank have been practically living in bathing suits and using the neighbor's wading pool in which they keep cool. The other day she was all dressed up and playing on the edge—soon her dress was a little wet and the next thing I knew—splash, splash, and she was in, clothes and all. It was only the third time she had on a new pair of shoes which, by the way, are specially built. Oh, me! It's lots of fun with one child but twice as much with two.

There are some interesting things that I have observed through our record store. People for one thing, especially the young folks. With all their jitterbugging, they are, as a whole, a very nice group of youngsters. Also that 75 per cent of the record buyers are men or boys and that Bing Crosby sells on location but very seldom over the counter. That most people are not interested in a bargain on used records; when a number is hot they want it right now. Then there are those young swain who come in to buy Glenn Miller and Artie Shaw on "My Day" and look around as if they had lost something and say, "Where is that cute little girl today?"

A few pet peeves I have, are: Requesting and insisting on a record by a certain artist, who never made it; calling at night about 9:30 or later to tell you the machine has been acting up all day instead of calling during business hours; and how about the accounts that call at 5:30 on a busy Saturday afternoon and want nickels!

My sympathy is extended to **Johnnie Michael** whose father passed away July 15. **Peter Michael** was a well known business man in Seattle for many years. Also to **Ralph Love** who the same week motored with his family in their new Pontiac to Boise, Idaho, to attend the funeral of his father.

Now, of course, you will want my favorite recipe, which is for paper-thin pancakes. Some call them Swedish but they really are French. Take 3 eggs, 1 pint rich milk, 1¾ cups flour and 1 tsp. salt. Beat together. This makes a very thin batter. Have the griddle hot. Put one tsp. butter on; when melted and slightly brown pour 4 tbsp. of batter on, roll griddle so batter completely covers. When the side that's up gets dull turn over for a few seconds. Remove, spread with jam, roll like jellyroll. Serve hot. Makes nine. These are so thin that the cooking time is very short. Now I assume that the operators' wives will read this. On second thought maybe a recipe for pickled herring would be more suited to this column.

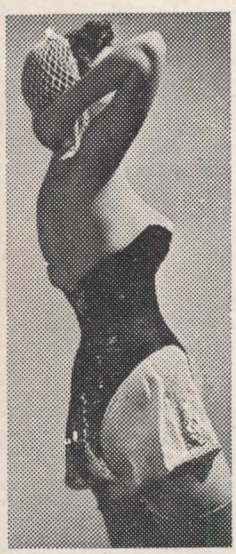
Well, with such a build-up in the July issue I hope I haven't altogether failed. However, if I have disappointed you and have not revealed all the secrets you expected, well, chances are there are none in spite of the mystery that is supposed to shroud each and every operator.

This has been a pleasant task and have enjoyed it immensely and I thank Louis Karnofsky for giving me this opportunity.

Oh, by the way, that was the first fish Frank ever caught. I have a picture of it, would you like to see it? ◆

Mrs. Frank Countner.

Some Things Don't Need "Dressing Up" To Look Good! . . . . . .



LAYMON'S VALUES FOR EXAMPLE!

DISCOUNTS FOR CASH ON ALL NEW FREE-PLAY GAMES

EXTRA SPECIAL on some NEW Games in Stock. (Subject to prior sale)

NEW	
Gottlieb BELLE HOP	$89.50
Bally SPEED BALL	89.50
Chi. Coin SNAPPY	89.50
Stoner's WOW	79.50
Baker's ENTRY	79.50
Baker's TARGET SKILL	74.50

Other Bargains too plentiful to list

IT WILL PAY YOU

To Write — Wire — Phone for Our Mailing List

Our Reconditioned Used Games Are TOPS!

COMPLETE LINE OF ARCADE EQUIPMENT

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

— On the Coast —

Jane Withers really gets a big kick out of Mutoscope's Sky Fighter. She is shown above at Gerber's Sportland Arcade, Ocean Park, California, with a group of her friends waiting for their turn at the trigger. Reading from left to right are Tim Taylor, Joe Brown, Jr., Helen Greco, Buddy Pepper, Freddie Bartholomew, Jackie Searle and Jane Withers. These young stars are also quite enthusiastic about Mutoscope's Ace Bomber and Drive-Mobile on location at the same arcade. They usually finish up their trip by taking comic photos of themselves at the Photomatic.

TODAY'S QUICKEST MONEY-GETTER!

THE PENNY ARCADE

PENNIES AND NICKELS COME POURING IN FROM YOUNG AND OLD AT

ARMY CAMPS! DANCE HALLS! BEACHES!
FAIRS! AMUSEMENT PARKS! RESORTS!

ONLY SMALL INVESTMENT!

You Furnish The Spots . . . Our Machines Do The Work!

Every one of our machines designed especially for profitable ARCADE operation! We invite comparison—because we have the most complete line of ARCADE equipment on the Coast! You can't beat our selection or prices! See these fast profit-makers in a typical ARCADE set-up! Get the simple, easy facts on this amazing business! Don't Delay!

COME IN TODAY!

MAC SANDERS

2837 West Pico Blvd. REpublic 5161 Los Angeles, Calif.

LOS ANGELES

LOS ANGELES — No complaints from local coinmen as filled cash boxes seem to be the ordinary instead of the exception on most location calls.

Vacations are still the "talk of the hour." **Bill LaBahn** spent a week in late July at Big Bear catching the big fish, or did he?

J. W. Langley, former head of the Ventor Corp. in Detroit, flew in on July 21 to look over the machines being manufactured in the West. Satisfied with two or three he picked up, Langley TWA'd back East.

Molly Simon, assistant to "Curley" Robinson, AOLAC managing director, is sporting a stunning tan which she received on her vacation trip spent up at Murietta Hot Springs. Molly was up there for two weeks and came back feeling fit as the proverbial fiddle.

A new face in the AOLAC offices is that of **Virginia Cooper**, who has joined the office staff to take the place of **Shirley Knell** when she checks out to become Mrs. Daniel Stevens.

Chartering boats for fishing parties is becoming quite the thing to do. **Jack Gutshall** of Esquire Music is one of the regulars. On July 13 he took his entire staff and their wives on a trip to Catalina. The same group, minus those who "went under" on seasickness, did the whole thing over again on July 27. "Gray Dawn" is the boat the lads like best.

Don Graves, personable service man for Harmony Hostess in Pasadena, is glad to be back on the job after a five-month stint in the Army. Don was at San Luis Obispo.

One of the busiest trucks of any operator in the southern tip of California is that of **Kenneth Wolfe** in San Diego. With the Navy on tap and thousands at Camp Callan the purveyors of amusements in the San Diego area are finding ample opportunities for installing new equipment. So busy are the lads that they cannot find time to visit the L. A. jobbers in search of new equipment, so instead the jobbers are going south to visit them.

"Tony" Parina, L. A. manager for R. A. Parina & Co., left on July 24 with his family for a short vacation jaunt to San Francisco. Returning, "Tony" will bring down his boat and anchor it at Lake Arrowhead.

V. E. MacCarter, former San Francisco operator now located in Paso Robles, is opening a large Penny Arcade to amuse the soldiers in that area. Before entering the coin machine business, MacCarter used to be a linotype operator.

A number of localites journeyed to San Francisco for the opening of the Jack R. Moore offices on August 2. All reported **Johnny Ruggiero** the prince of hosts.

Trojan Novelty at 1813 West Pico, headed up by **Fred Gaunt**, is really a busy spot

PROTECTION

No one is safe from the depredations of the spooner. His visits are more to be feared than those of the night prowler. The prowler may wake you up, but you don't know about the spooner until you look in the cash box.
Our proven No Spoon-No Spill Lip serves a double purpose. It gives added convenience to the player and discourages the spooner no end.
We install this double purpose lip FREE with overhaul or refinish jobs.

GLENDALE GRAHAM
Vending Machine Repairs
212 East Palmer Ave., Glendale, Calif.
Citrus 1-1093

these days. Trojan specializes in used equipment and almost anything an operator could ask for can generally be found on their floor.

C. A. Blake, U-Need-A-Pak representative, left on July 16 for a four-week trip through California, Oregon, Nevada, New Mexico, and Texas. Cliff drove the trip in his new Buick.

The four-and-a-half-year-old son of **Paul Simone**, serviceman for Esquire Music, was operated on for appendicitis July 20. Doing okeh now.

When Victor McLaglen's Light Horse Cavalry and Motorcycle Riders visited San Diego on July 26 the best promotion of the event was through the RCA Sound System supplied by **George Bucknam** of the Bucknam Distributing Co., whose trucks patrolled the main streets.

Les Lorden has added the film business to his many other activities. Les stocks all the new stuff and can whip up any kind of a movie program a movie operator might like. Rents are mighty reasonable too.

Arch C. Riddell, the Harmony Hostess prexy, and **Don Graves**, serviceman, figured in a car spill in L. A. on July 22. Another car hit them midship, throwing their car onto the lawn and against a palm tree. Neither was injured.

Mrs. C. A. Blake, her sister-in-law, and C. A., Jr., left July 7 for the East in Mrs. Blake's new maroon-colored Buick and landed in Winstom-Salem, N. C., July 12. They expect to visit for a month.

Johnny Ruggiero, of Jack R. Moore's San Francisco office, arrived here July 18 for a few days.

Ray Jones, music operator, will leave shortly for the East to pick up two new cars in Detroit. That's the way western operators are doing it nowadays. It used to be one car; now it's two.

Ray Eberts, music merchant, has just returned from a two-week jaunt through British Columbia and Western Canada. From all appearances Ray had a swell time. How'd the Canadians like the new ties, Ray?

Mac Mohr returned from an Eastern trip July 16. While East, Mac visited Daval, Baker and Evans in Chicago and conferred with Holly in Detroit. Evans appointed him Western Factory Representative.

Walter Gaunt is summering at Big Bear, resting up and getting ready for another busy season along about October 15 at Twenty-Nine Palms. Walter owns a beautiful home down there and it is not uncommon for half a dozen coinfolks to drop in on him any week-end during the winter months and partake of the famous Gaunt hospitality. Herb McClellan, Joe Richarme and Jack Gutshall are three of Gaunt's best local hospitality salesmen.

Mr. and Mrs. **Gene Crowley** spent their vacation in San Francisco in mid-July. Gene is head serviceman for Esquire Music.

"Curley" Robinson, the head man at AOLAC, streamlined to Chicago July 18 to address the Chicago Manufacturers and to point out the California operators' position in currently pending tax matters. ◆

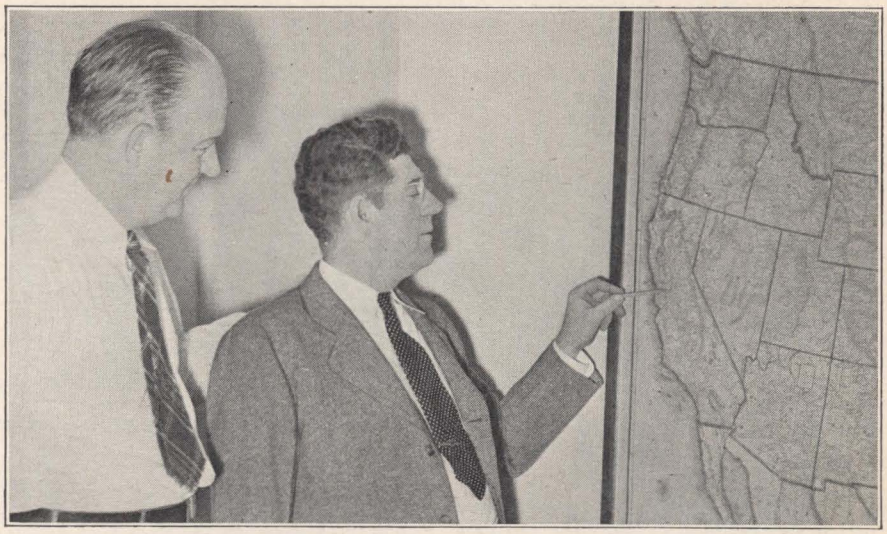
◀ *Business Excellent Says Graham*

GLENDALE—"Business is rolling along at a top peak with us with enough repair work coming in daily to work us into the late hours of the night," declares Glendale Graham, vending machine repair and refinishing specialist.

Graham has specialized in the repair and refinishing of coin-operated machines of all types for a great number of years and has built up an operator following that reads like the blue book of coin machine operating in the West. It is not uncommon for operators to ship machines several hundred miles for a Graham refinishing job.

An ardent believer in advertising, Graham has not missed an issue of THE REVIEW for more than five years and attributes a fair portion of his rapidly increasing business to the effectiveness of his advertising appearing in this publication. ◆

— On the Coast —



"California, here I come," says Hank Maser, Jennings' special factory representative, as he prepares to travel the West Coast for Jennings. He is explaining California climate and scenic beauty to Leo J. Kelly, Jennings' vice-president. (California Chamber of Commerce please note)

Parinas Adopt Baby Daughter

SAN FRANCISCO—They went East as two and returned West as three. That's the story in brief of the recent eastern trip of Mr. and Mrs. Richard A. Parina.

Parina, who is Western Distributor for Arthur H. DuGrenier, Inc., went east to confer with factory officials in New York and Haverhill, Mass., to arrange carload shipments of DuGrenier products for the Parina western offices. Returning home via Evanston, Illinois, Mr. and Mrs. Parina stopped at the world-famous Cradle and brought home their adopted two and a half year old daughter.

The child has been named Nancy—a very appropriate name for a darling blue eyed blonde.

The Parinas are mighty happy and proud parents these days. ◆

Announcement!

I am happy to announce that I have acquired the jobbing business of Heberling Brothers and will continue to conduct it at the same address featuring a complete line of coin-operated equipment of all types as well as a

Complete Line of Salesboards

In addition I will represent the Buckley Music Systems and the Mills Novelty Company in this territory and act as

EXCLUSIVE WASHINGTON DISTRIBUTOR FOR

MILLS PANORAM SOUNDIES

Operators of the Pacific Northwest are invited to view our complete line at our showrooms and make our offices your headquarters when in Seattle. A warm welcome awaits you always.

Sibyl Stark

106 Elliott, West **Seattle, Washington**

— On the Coast —

Two carloads of DuGrenier Champion cigarette merchandisers speed across the country to the San Francisco and Los Angeles offices of R. A. Parina & Co., the DuGrenier West Coast Distributors. Parina reports business hitting an all-time high and bought these carloads on his recent visit to New York. Additional carload shipments are scheduled to follow.

PORTLAND

PORTLAND—A contest winner going on an Alaskan cruise heads the Portland news of vacationists this month. **Art Rud,** Spokane territory salesman, winner of Jack R. Moore Co.'s "Trip to Alaska Contest," left with **Mrs. Rud** on the Princess Louise for Alaska July 30th.

Danny Stewart, Salt Lake City operator, is planning a flying trip to Los Angeles for a vacation rest. **George Gale,** Beaver State Novelty Co., is also eyeing California for his summer holiday.

Seaside, Oregon, popular beach resort, recently looked like a Coin Machine Convention. On one Sunday it was visited by **Jack Lakefish, Wilbert Mandy, Harry Nemer, Kent Price, Orville Emerick, Gene Carleton, Herman Lavin, Bruce Schievers, Al Sleight** and **Bud Thompson.**

A prominent visitor recently was **Ben Tollstam,** Seeburg engineer, visiting the West Coast. He enjoyed the beautiful Northwest scenery so much he would have liked to have stayed permanently. A certain little brunette in the Jack R. Moore Co. office would have liked that, too.

Charles J. Green, "Flying Ambassador" for Jack R. Moore, reports the following from his territory. **Bill Woods,** Twin Falls, Idaho, recently took a little airplane trip and it seems that "a redskin made a paleface paler" . . . to get full details, ask if he "wants to wrestle."

Dick Graves, Boise, Idaho, operator, is another who finds an airplane very helpful in the operation of his route and he recently purchased an Ercoupe.

H. H. Beckett, phonograph operator, reports business good even though people are away on vacations and declares he thinks it indicates the outlook will be even better for Fall.

Another phonograph operator, **Earl Bush,** Marshfield, recently visited Portland, contemplating the purchase of property.

Bob Allen, Coast Amusement Co. operator, is recovering from an appendectomy.

In the blessed event department, **Herman Levin,** Beaver State Novelty Co., has started a "date book" to be used 20 years from now by his newly-arrived Barbara Helene, 6 pounds and 9 ounces.

Irving Newman, popular operator of phonos and pin games, is still bragging about his five months' old daughter . . . she's really a honey! ◆

L. Helen Cusson.

◀ *Laymon Reports Name Important*

LOS ANGELES — There really must be something in the importance of names, says Paul A. Laymon, distributor, who disagrees with the old adage, "A rose by any other name would smell as sweet," and points to "Knockout" as his proof.

"We've been practically bowled over in the rush of orders for Exhibit's Knock-Out," says Laymon. "And Genco's Zig Zag is zig-zagging right along to the tip top peak of popularity, too."

The Laymon service department is larger by two, new members, George Kelly, formerly of E. T. Mape Music Co., and Francis Ray, once on the roster of the Consolidated Novelty Co. An old-timer compared to Kelly and Ray, another recent service man is Harry McGuire.

"We're every one of us busy . . . old and new members of the organization," Paul reports. "Everybody is happy . . . lots of orders pouring in . . . operators especially going for specials offered. Just one of those pleasant, good business eras." ◆

* * *

"Has this car been used much?"

"No, my wife hasn't driven more than 10,000 words in it."

* * *

She had mastered all the simple tricks of driving the car and they decided to try a trip on a country road. The proud husband was about to relax when out of the clear blue she squeaked, "Quick, John! Take the wheel! Here comes a tree!"

Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1941 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

Buy With Confidence Own With Pride

The BAKER NOVELTY CO., INC.

1700 Washington Blvd., Chicago

MAC MOHR

West Coast Factory Representative
2916 W. Pico St., Los Angeles, Calif.

Get Your
SEEBURG
Equipment at
C. WALTERS & ASSOCIATES
2201 BEVERLY BLVD., LOS ANGELES

WANTED

SARATOGA 1940 Comb. F.P.- P.O.
JUMBO PARADE P.O.
SPORT SPECIALS
PACES REEL "1940" Comb. F.P.- P.O.
KENTUCKY
MILLS VEST POCKETS (Late Serial)
Bally BLUE GRASS
Bally DARK HORSE
Bally BIG TOP P.O.
LONGCHAMPS P.O.
THISTLEDOWNS
BLUE FRONTS (Brown Cases)
LATE MODEL PHONOGRAPHS

WHAT HAVE YOU TO TRADE OR SELL?
Mail us a list. State Quantity and Condition of all PAY TABLES, CONSOLES, FREE PLAY GAMES, GUNS, PHONOGRAPHS, Etc.
WRITE — WIRE — PHONE
WOLF SALES COMPANY
701-709 Golden Gate Ave. — Phone MArket 3967 — San Francisco, Calif.

LONG BEACH — *On the Coast* —

LONG BEACH—Vacations are the top subject of the month in the Crescent City as the lads pack rod and reel, old grips, and what have you, to make the most of their off time.

Homer Gillespie stole the show by loading his family in his nifty trailer and trucking out for a two-month fishing trip. Most operators are thrilled with two weeks. Homer knows how to pick competent employees and he feels more than safe in trying his fishing ability two months away from home port.

Steve Strong, serviceman for **Johnny Ketchersid,** drifted to Tennessee to see the old folks on his vacation.

William A. Thompson, of the marble game Thompsons, piloted his family to Canada for a two week outing looking at the wonders of our neighbor.

Sheridan Thompson, brother of Bill, had a different idea. He used his two weeks piloting a plane through the skies over Southern California. Sheridan already has a private pilot license. Only 100 hours were needed to classify him as an instructor so for eight hours a day, for two solid weeks, Sheridan will drift around the airlanes to win an instructor's commission.

Tragedy-of-the-month award goes to **Howard Preston,** shop mechanic at Long Beach Coin Machine Co. Howard miscalculated just how much a trip to Washington might cost and found himself stranded in the Pacific Northwest. A quick wire to headquarters helped a little, but instead of reporting back on duty July 30 Howard didn't reach Long Beach until August 4th. Then, too, there was another little annoying matter to be taken care of. Howard forgot to tell his Draft Board he would be out of town and all during his absence they were trying frantically to get in touch with him. You'll be interested to know how Howard fared and we promise a complete report in the September REVIEW.

The Progressive Business Men's Association of Long Beach continues its program of service to the business men of the area and proudly announces that 23 new members have joined during July. The Long Beach Restaurant Association, comprising the top spots in the Crescent City, are seriously considering an affiliation with the P.B.M. and it is expected that activities will shortly be consolidated and P.B.M. offices will be headquarters as well for the Restaurant men.

On the social side, the P.B.M. will stage its first Dinner Dance at the Army and Navy Club on August 12th. Assemblymen Middough and Houser will be guests of the evening, and these two gentlemen have promised to bring other Assemblymen who might be in the area on the 12th. Following the Dinner Dance the membership will enjoy a Forty-Niners' Stag on August 29th to complete the social activities for the month.

Joe Richarme, of Long Beach Coin, enjoys a day off himself and accordingly has established a policy of closing his place of business on Saturdays during the warm weather. "We'll all enjoy the week-ends together," said Joe, "for in a key spot like Long Beach, where our ocean and its cooling breezes are the paramount attraction, it's only fair that we at Long Beach Coin get a chance to enjoy it when it means the most to us."

Homer E. Gillespie rightly earns the title of "Penny Arcade King" with his opening of another Arcade . . . this time at Elsinore.

Art Dawes, the happy-go-lucky knight of the coin chute from San Diego, visited coin men in Long Beach July 31st. Art was on his way to San Francisco to "break bread" with the fraternity at the opening of the new location for Jack R. Moore.

Bob Bolling, marble game operator, is holding himself in readiness for another stint in the navy if his country needs him. Bob has an enviable service record already but states he is ready, willing and anxious to get back at the helm, if, and when, he's needed. ◆

Thanks, Boys —

YOU LIKED OUR BALMY WEATHER BUYS. NOW LOOK AT THESE . . .

• NEW GAMES •

Genco ARGENTINE	$108.50	Chi. Coin SHOW BOAT	$108.50
Bally SPEED BALL	108.50	Exhibit KNOCKOUT	102.50
Chi. Coin LEGIONNAIRE	108.50	Genco ZIG ZAG	108.50

COUNTER

VIEW-A-SCOPE, new (plus freight)	$29.50
PIKE'S PEAK, new	32.50
ZOOM, new	32.50

USED GAMES

Bally BROADCAST	$64.50
Genco METRO	54.50
Genco HI HAT	72.50

PHONOGRAPHS

2 Wurlitzer Model 41	$85.50
1 Wurlitzer Model 61	65.50
1 Wurlitzer Model 71	115.00

CLOSE-OUT OF BRAND NEW GAMES

Chi. Coin SNAPPY	$99.50	Exhibit WEST WIND	99.50
Chi. Coin MAJORS	82.50		

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WHAT'S COOKIN'

The delectable specialties of "Curley" Robinson, Richard Parina, Rudy Vogt, Sid Mackin and Earl M. Bush are presented in this month's concluding installment of this department.

Any invitations?

Robinson Special

Since I've been asked to name my favorite recipe, I've been in a quandary. I might even say I've been in a stupor. Unfortunately, when it comes to cooking, I know naught. When it comes to eating — that is another matter. I might tell you "gefulte" fish or a good plate of "borscht" or "tearing a herring apart" is my favorite, but really I have no favorites as far as food is concerned.

The only thing I detest is "corned wooly" and goldfish that was fed to me in abundance and which even today I abhor. However, if it will help the matter at all, I'll settle for a good steak, hash brown potatoes, black coffee and lemon meringue pie. Yours in hunger,

"CURLEY" ROBINSON,
AOLAC, Los Angeles

• • •

With a foreign accent:

Tuscany Vegetables

about ½ in. olive oil in heavy frying pan
1 layer very thin onion slices, salt and pepper
1 layer very thin green pepper slices, salt and pepper
1 layer of slices of a quarter of crooked-neck squash (seeded), with salt and pepper added
1 layer thick tomato slices, salt and pepper

Cover tightly and simmer slowly until just tender. If desired, slices of egg plant may be substituted for the squash.

RICHARD A. PARINA,
San Francisco

Home-made variety:

Egg Noodles

2 eggs
flour
nutmeg
salt to taste

Beat the eggs well. Add a few sprinkles of nutmeg and the salt. Sift in enough flour to make a stiff dough, or until the egg mixture will take no more flour. Knead the flour in well. Cut in pieces about the size of an egg. Roll out until the dough is paper thin. Then slice into strips of desired width. Let dry until crisp. When cooking the noodles in soup, bring to a boil in salted water. This removes any excess flour that might be there.

R. F. VOGT,
Salt Lake City

• • •

Easier than it sounds, and well worth the trouble:

Lamb Brochette

Have the butcher cut out into 1 in. squares a slice of lamb cut about ¾ inch thick from the leg.

While mixing and passing a few drinks around, let the meat soak in the following mixture:

3 tbs. olive oil
2 tbs. lemon juice
1 minced onion
1 clove of garlic, if desired, to bring out flavor
salt and pepper to taste

Drain off the liquid after the meat has soaked and seasoned, and alternate on skewers with pieces of bacon and a mushroom cap. Place on broiler and broil for 15 minutes.

I like this with baked potatoes and fresh peas and a tossed green salad, of course.

SID MACKIN,
Amusement Merchants' Assn., San Francisco

• • •

This fellow should know. He operates a restaurant as well as a sizable coin machine operation:

Wilted Endive

Clean and cut a head of endive in a bowl. Cut 8 strips of bacon into cubes and render it in a pan and then add about three tablespoons of vinegar while still on the fire and stir for an instant. Sprinkle salt and pepper on the endive and then pour the bacon juice and vinegar over it.

EARL M. BUSH,
Marshfield, Oregon

• • •

Coming in September . . .

"LET'S TIPPLE"

The Favorite Fancy Drinks of Coindom's Elite

New Magazine Plugs Industry

LOS ANGELES — A three-page spread of photographs, with Keenan Wynn, comedian, son of famous Ed Wynn, paid tribute to the importance of the Coin Machine Industry in the August issue of the new picture magazine *Spot*.

Entitled "Living in a Slot," the pictorial story showed how Wynn got his shoes shined, bought a paper cup for a drink of water, shaved himself with an electrical razor, freshened up in a private dressing room, weighed himself, bought cigarettes, purchased luncheon, shot down imaginary German planes with a target game, took his photo, played pinball, bought subway passage, mailed a letter and, finally, listened to his favorite number in a music machine — all by depositing a coin in the slot.

To quote the article: "Modern science, in hot pursuit of your small change, has devised more than 300 types of coin machines which gross about $100,000,000 a year. These provide you with practically everything but a major operation, necessities and luxuries alike. . . . Coin machines date from the early '90's, when a music box appeared which antedated Edison's phonograph. Partisans of William McKinley and William Jennings Bryan put a nickel in the slot and listened to their speeches on earphones." ◆

Good Fellows Get Together

WOODSIDE, Calif.—There "was a tavern in the town, in the town"—or at least the spirit of one July 13th, as the Tavern Owners held their Sixth Anniversary Barbecue.

Over 3500 guests attended the celebration which featured free steaks and all the eatables that party-goers consider should accompany barbecued steaks. There was a rousing program of entertainment, featured by the traditional tavern singing.

John Charles Houlihan, executive secretary of the association, was official "inviter" and saw to it that people and firms of the tavern industry attended. ◆

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Poker Players Hail Push-Button

CHICAGO—Golf and country clubs are the latest to climb abroad the bandwagon of "Push-Button" Poker, according to Bert Perkins, assistant sales manager of Bally Manufacturing Company. "As played on Bally's High-Hand Console, this brand of poker certainly is popular with golfers and at country clubs" said Perkins.

"High-Hand is regulation, no-foolin' poker, according to Hoyle and the U. S. Department of Internal Revenue, which makes it carry a playing card tax stamp," he explained. Next in popularity, he says, is Bally's "Roll-Em," with a 7-selection coin-head and the new "Double-or-Nothing" feature.

Just as enthusiastic about "Club Trophy" was George Jenkins, general sales manager, who presents record-breaking sales sheets and reports: " 'Club Trophy' has already far outsold any previous multiple replay game and the demand shows no signs of tapering off but increases rapidly. New "Wild-Fours" and "Build-Up Bonus" are features which are proving powerful drawing cards in "Club Trophy" and making operators call it the greatest replay game ever built." ◆

Daval Uses Steam Boat Power

CHICAGO—The steamboat paddle wheel lines, ideal for strength, are used in the new wheel sprocket which is the latest mechanical achievement of the Daval Co.

Dave Helfenbein declares, "For the past week we have been shipping Marvels and American Eagles with this new mechanical innovation and those who have had the opportunity to see it congratulate us, saying it is built on one of the finest and sturdiest construction principles they have ever seen on reels of any machine. It assures the operator of lasting power regardless of the amount of play the machine may get. It means there will never be any trouble with the sprockets or wheels and that there will be no more breakage of fins on the wheels."

Speaking of Marvels and American Eagles, Al S. Douglis is enthusiastic. "The thing I believe should prove of real interest to every single operator in America is the fact that our American Eagle and Marvel counter games continue to be the most outstanding sellers in the token payout field. We recently jumped our production on these games 75 per cent."

Other machines now in production at the Daval plant are Lucky Smokes and American Flags, double game combination which is proving popular and a small, non-token payout machine, "Races," which features a 5-cent play and is said by officials to be the fastest ever developed by Daval. ◆

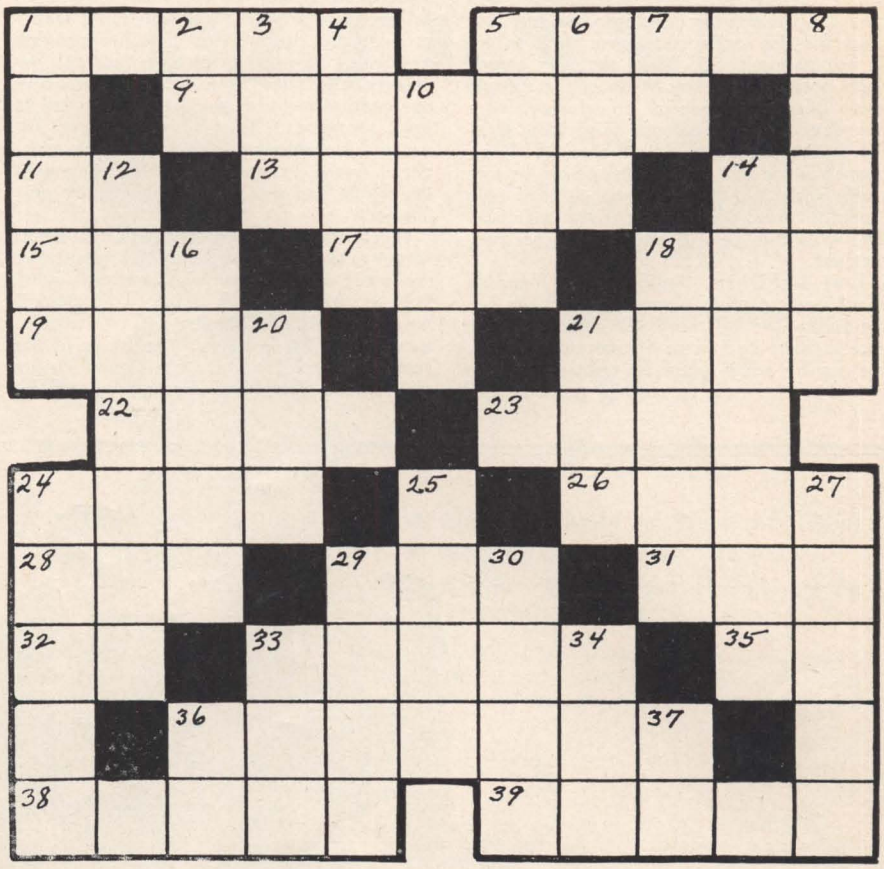
Saxon Visits Du Grenier

NEW YORK—Representing Charlotte, N. C., Herman Saxon of that city was recently a guest of the New York offices of Arthur H. Du Grenier, Inc.

Praising the company's cigarette merchandiser, Saxon stated: "I have chosen Champion to enlarge my present operation, and have placed my order for a carload."

Burnhart "Bip" Glassgold, sales manager of Du Grenier, reported "Saxon is expanding his operation by leaps and bounds and the Champion is doing its part." ◆

The COIN-QUIZ



COIN MACHINE REVIEW 23 FOR AUGUST 1941

ACROSS

1. These spin in the most famous of all coin machines.
5. These are what coin-machine operators are after.
9. Type of coin machine which purveys merchandise; plural.
11. Middle Man; abrev.
13. Ventures.
14. Junior Industry: abrev.
15. Man's name.
17. Like peas in a.....
18. This keeps the earth warm.
19. The door through which we service a coin machine.
21. Members of a certain men's lodge.
22. Belonging to ASCAP's competitor.
23. Material for many marble machines came from this.
24. First name popular juke box orch leader.
26. Royal Dutch Botanical Society; abrev.
28. American Expeditionary Society; abrev.
29. A relative; abrev.
31. Sun's nickname.
32. Madagascar Strait; abrev.
33. Egyptian capital.
35. Xenia University; abrev.
36. This supplies power for many coin machines.
38. Leaders in the movie industry.
39. Acts.

DOWN

1. Send.
2. Eastern Virginia; abrev.
3. Shown the way.
4. What you do with the plunger on a marble board.
5. Give.
6. Neither.
7. Exist.
8. Twirls.
10. What the coin does in the slot machine.
12. These were inside nearly all coin machines a few years ago.
14. Coin machine music box; two words.
16. Designates.
18. Winter transportation; plural.
20. Another name for marble game.
21. Make a mistake.
24. Main part of coin machine business few months back.
25. This is always in Spinach.
27. These are the bane of a coin machine operator's existence.
29. Ballplayers use these.
30. Mined.
33. Method of transportation.
34. Native mineral.
36. College degree.
37. Yale Expedition; abrev.

(Solution to this month's puzzler will be found on the last page of this issue.)

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LOS ANGELES
●
PORTLAND
SEATTLE
●
SAN FRANCISCO
SPOKANE

NEW YORK

NEW YORK—We're just a little ahead of the history of the coin machine business, but we believe that some day someone will award a prize to the man who has done the most for the business and we want to get in our nomination. When that day comes, we'll nominate **LeRoy Stein** of the Amusement Board of Trade of New Jersey, for a day does not pass without some idea, helpful to the industry, from Stein. He is responsible for the present delegation sent to study and pick out the fine points of coin machine associations throughout the country, with the idea of unifying these associations.

Lou Goldberg, Amalgamated Vending Machine Operators' Association, is another candidate for he combines common sense with a keen awareness of operators' needs. He can be tough when he wants to but he is above reproach in all his methods and has done as much as any man in New York to keep amusement games in circulation.

But it's one of the tragedies of the trade that the effects of men like Stein and Goldberg and the efforts of hard-working associations have to be offset by careless operators who ruin the results attained by failing to observe certain recognized standards of procedure when on other people's premises. There have been several operators who have been loud and assertive on location owners' property. Don't try to high pressure, fellows. You can get just as far by employing a calm, leisurely manner. Avoid exaggerations and remember the whole business is being judged by your conduct.

Incidentally, proving that coin men never forget a good turn to their business, there are more and more coin meetings being held at the Hotel McAlpin. The reason? **Amster Spiro** is the hotel's public relations man. In the days when he ruled the roost as one of the highest paid city editors on Hearst's *New York Evening Journal,* he always fought to give the little man a boost and made many friends among legitimate coin men and helped to keep their heads above water. Now the local boys are showing their appreciation.

Nice little tribute paid coin machines in "Modern Industries," the national defense magazine. It reports "between-meal feedings are provided in many industrial plants by various machines. Neat, trim vending machines for snacks are becoming almost universal. In many plants, milk is being sold from vending machines, as well as soft drinks, chewing gum, sandwiches and cigarettes. In most instances, machines are installed with a low rent charge to management, local dairies, bottlers or distributors of vended products servicing the machines."

New business notes: **Hyman Rosenburg** combines with the Munves Corporation. Among plans for expansion are a new unit in the showroom, motion picture provisions to show rifle games and increased office quarters. Assets of the new combine in-

This once—let your Secretary be the Boss

WHEN IT'S "new-typewriter" time in your office we urge you to let your secretary choose the typewriter. For, if there's *one* subject on which your secretary should be better informed than *you,* Mr. Employer . . . it is Which make of typewriter suits her style of typing best?

Why don't we say—"Give her a Royal"? Because we're so confident of its superiority that we'll take our chances she'll pick this, the leading machine! For instance. If it's speed she's after, she'll probably choose a Royal. (Royal holds the world's all-time speed record).

Too, typing is less effort on a Royal. No other make has MAGIC* Margin, with which she can change margins instantly and automatically. A twirl of Royal's Touch Control* dial adjusts key pressure exactly to her particular touch. Less finger tension.

Less eyestrain, too—thanks to Royal's "no-glare" finish. And because striking type-bars flash *unseen.* And because the carriage doesn't clatter and pop up when the shift key is struck.

Let your secretary be an "executive"—this once. It costs you nothing. And it will gain you much. Just call your local Royal representative for a free "desk test."

*TRADE MARKS REG. U. S. PAT. OFF.

ROYAL

WORLD'S NO. 1 TYPEWRITER

ROYAL TYPEWRITER CO.

1031 S. BROADWAY LOS ANGELES, CALIF.

clude the franchise for the A.B.T. Rifle Sports.

Phil Bogen and **Ike Berman,** well known around here, have formed the Economy Supply Co., handling a complete line of parts and supplies.

Looking behind scenes, we find a big demand for used games in back of the flurry of Eastern jobbing business. There is some fear that priorities may spill a few beans, but the supply of new games is holding up in most quarters. Judging by receipts from local manufacturers, no red light has been flashed and outfits like International Mutoscope have given the "all clear" sign for Ace Bomber.

Joe Fishman collared us the other day about the Keeney shipment. Joe has always laid it on the line for coin men and so we're not afraid to quote him in saying: "Twin Six Has What It Takes."

Al Simon, Savoy Vending, hit town again and, after issuing complaints about the heat, admitted that it did not interfere with bookings. "Showboat" is Savoy's best seller these days, and Al did his bit. **Irving Blecker,** his assistant, did a follow-up on his chief's journey and sewed up a few of the loose ends.

Al Devlin, Bally, is finding little consolation these days because of the decline of the Brooklyn Dodgers. Al was ready to hoist a pennant on Bally headquarters, despite the threats of Giants and Yankee fans.

Speaking of the things that people rate important in amusements, if you doubt that the penny arcade has come back, you should have been at Coney Island last July week-end. This business is really going to town! But operators have learned their lesson. No more of those lackadaisical money changers or those careless barkers. Change booths have been set up. The attendants are neatly dressed. Furthermore, off-color movies are taboo. You have as much fun and it is all clean. Results: Pop goes in and takes the family.

July brought forth news from the slug front as a canvass of the local territory revealed there were no robbers in the coin field for that month.

Looking ahead into the fall, September 20 is an important date for it was selected by **Rae Foster, Jack Kay's** right hand girl, for her wedding to **Eugene Diamond.** We want a piece of cake, Rae.

Ran into **Sol Silverstein,** familiar in New York country. Sol, representing Keeney, says he gets homesick for Broadway and never feels better than when he sees the Grand Central and hits for "The Row" on Tenth Avenue.

Vacation plans are running rampant. **Harry Wienberg** looks forward to big game fishing late this summer. Harry, who hasn't gone for anything tougher than mackerel hopes for a tarpon or maybe a marlin or so off Miami Beach.

Off on away-from-work jaunts are **Irving Mitchell, Willie Blatt, Jack Fitzgibbons, Bob Hawthorne.** About the only people left in town are your reporter and **Bill Peek,** who has peeled down to his last gardenia. ◆

Irving Sherman.

Mitchell Buys Robbins Jobbing

BROOKLYN, N. Y.—Dave Robbins of D. Robbins and Co., well known jobber, has retired from the jobbing business to concentrate on manufacturing and work on a new idea for the coin machine field and his former sales manager, I. L. Mitchell, has taken over to continue as I. L. Mitchell Co.

Mitchell will feature a complete line of machines, including pin games, nut and gum vendors, phonographs, cigarette machines, counter games and many others, occupying the Robbins Co. quarters.

Dave reports, "I am not retiring from the coin machine business. As a matter of fact, I am working on a new idea in the coin machine field and expect to make an important announcement to the trade in the near future." ◆

◀ *Baker Co. Offers Mystery Element*

CHICAGO—This is the age of secret plans and Baker Novelty Co. falls into the spirit of the times with a mystery of their own! With all the excitement of moving into their big, new modern plant, Baker's delayed the curiosity-exciting trailer announcement of their latest thriller but now it is presented.

According to officials, "We'll make complete announcement concerning our radically different pin game early in August. We won't reveal any more of the secret now but we will let a prediction escape—that this is going to be one of those "starring" hits that will clean up in a phenomenal way for locations, operators and distributors."

Officials also declare that they are "all set to take care of the fall and winter rush for Baker games. In addition to speeding up production on our new pinball number, we're finishing up the run on Entry and pulling hard to keep up with orders for the popular Kicker and Catcher!" ◆

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use the famous, patented

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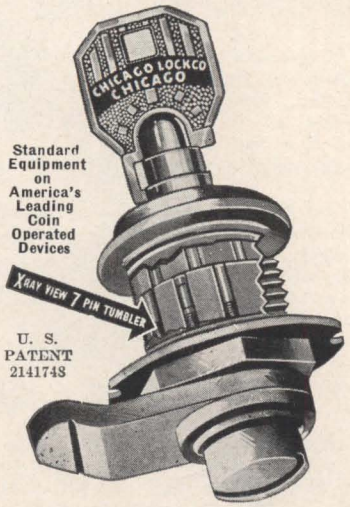
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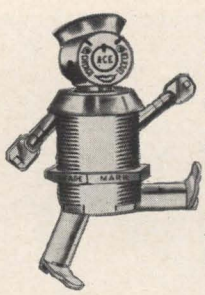

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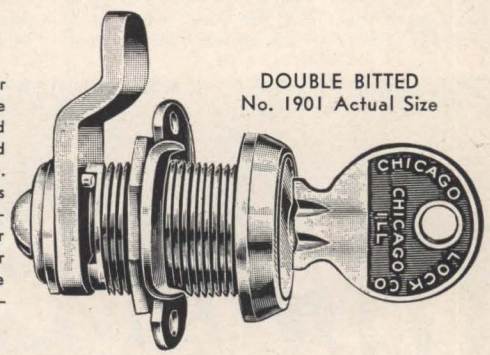

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VENDORS

Coin Machine City Intrigues Subway Riders

LOS ANGELES—Figures and Futures! Those are the two most important things in life to Mr. and Miss Los Angeles if the coin machines in the local Subway Terminal are any indication. Fifteen thousand people go rushing in and out of the swinging Terminal doors on Hill Street each day. But, usually, there is a moment or two between cars and so they take time to amuse themselves.

The Terminal features quite a variety of machines, but the weighing machines (that is where the figures come in) predominate with a total of 8 and the Horoscopes come next (the futures) with 5. Minds and feet are next on the popularity poll for there are two machines dispensing small books and two to massage the feet.

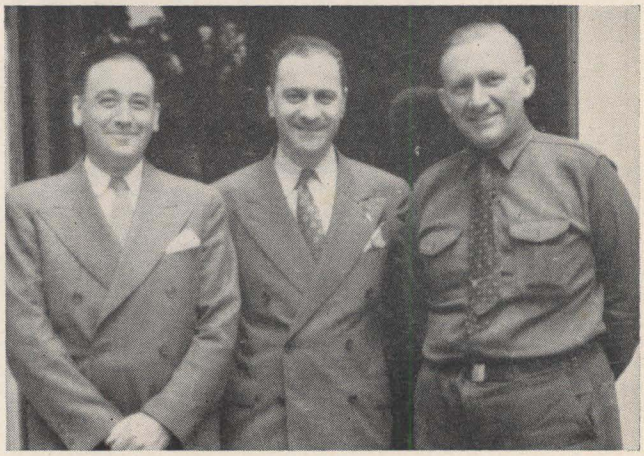
The lad who is eager to read but works long hours finds satisfaction with a coin. Mrs. Brown, whose feet are beginning to rebell painfully from thousands of steps in and out of department stores and wearily contemplate a three-block walk after getting off the car, can stop at the Foot Ease machine and enjoy a massage and relaxation.

For the picture-taking fans, there is a photo machine. For the folks who get a kick out of hearing the sound of their voices on the phonograph at home, there is a recording service. The chap who likes to carry an identification tag about with him can make his own with another machine issuing identification plates.

When Johnny gets restless and starts pinching Avocados on the fruit man's stand and the train isn't due to leave for another ten minutes, his mother can turn him over to the Sky Fighter. And when movie-mad Susie Pringle gets restless and irritable waiting for her Burbank limited which she is sure won't get her home in time to dress for that date—she can take her mind off waiting by looking at a Panoram Soundie.

Getting down to practical things like eating, drinking and chewing, there is a refrigerated apple machine, a coca-cola machine and a chewing gum machine.

All in all, if the Subway Terminal were ever to be pressed into service as an Air Raid Shelter, it would be a mighty entertaining one—thanks to the Coin Machine Industry. ◆



"Bip" Glassgold, center, Arthur H. Du Grenier, Inc., Sales Chief, flew up to Syracuse, New York, recently to congratulate Les Merrill, left, and Lloyd White, right, on the expansion of their operation with additional Champion cigarette merchandisers.

A. H. DuGRENIER, INC.
15 HALE STREET
HAVERHILL, MASS.

Please send me full color literature on the "Champion" and the "Candy Man" and have your representative call.

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— Scale Tips —

● Movie Scales Outdoors

With summer here, now's the time to start moving your scales out of doors.

V. N. Seeley, head of the Capitol Vending Machine Co., Denver, greatly increases his annual earnings on a large string of scales by that procedure. During the winter months, less than 20% of his equipment is in outside locations. In the summer, he moves out an additional 30% of his machines. Summer earnings on those outside locations represent a nice piece of profit.

Even though it means a little extra work, it's good business to fit your locations to the seasons," says Seeley. "During the winter, there are very few outside locations that will bring much revenue. Many people figure there's no use getting weighed with heavy coats on—and they don't want to bother to take the coats off. Others don't want to take off their gloves to hunt for a penny to put in the weighing machine. So, in the winter, we get as many machines as possible inside.

"In the summer, the reverse situation applies. People browse along the streets and are much more likely to put a penny in an outside scale than in one in an inside location. Usually, recessed lobbies are the best bet on outside locations. Since we operate almost exclusively in drug stores, of course, we have to gauge the outside placements according to the store. Some drug store recesses are too small for scales."

● Cash In On "Diet Fads"

When a diet craze "breaks loose" in your town, you can capitalize on it in restaurant locations, according to I. Goldberg, district operating representative for the Peerless Weighing and Vending Machine Co., with district headquarters in Denver.

For example, when the 18-day diet was in vogue a number of years ago, Goldberg showed restaurant owners in Chicago—he was operating there at the time—where they could make real money by giving scales extra-prominent locations and suggesting that customers weigh before and after eating their meals. Wherever he saw a restaurant featuring special menus for the diet, Goldberg approached the owner on the scale idea. In some of the better locations, an ordinary scale would be filled with pennies in a week or so.

In some instances, restaurant men who saw the possibilities in the idea had signs made for hanging on the scales—signs suggesting the "weigh before and after" method.

"Of course," says Goldberg," the diet idea as a fad has probably run its course for a few years. But, it did make a lot of people weight and health conscious. Those people patronize restaurants which feature the idea of well balanced meals and special health foods. Whenever you find an establishment of that sort, it is a pretty good bet as a scale location.

"Every now and then local newspapers revive the diet idea with a special series of articles or by sponsoring lectures on the subject. For a few weeks, interest flares up heavily. During that period, scales should be pushed forward in restaurants and restaurant owners encouraged to cooperate—it will make them money.

"Restaurants and drug stores and confectionery stores are excellent inside locations for scales. We have never had much luck with most other types of inside locations. However, wherever a scale will produce revenue inside, we're gratified, for it is protected there."

● Cartoons to Get Attention

Phil Robinson, Los Angeles, suggests the used of cartoons to get attention for Scales. Cartoons, treated in a humorous vein, showing people getting weighed, appear from time to time in all the regular magazines. Says Phil: "These could be clipped by the operator, reproduced inexpensively by means of offset or planography, and spotted in the center of the glass on the large open face type scales. Patrons will stop to look at the cartoon and being directly in front of the scale the cartoon will help sell them a 'weighing.' Once tried properly I feel sure the results will be very satisfactory."

● Clean Scales Pay

A clean scale will take in fully double the revenue of a dirty, battered one, according to I. Goldberg, district operating representative in Denver for the Peerless Weighing and Vending Machine Co.

Like most other operators of a large number of scales scattered over a far-flung territory, Goldberg personally doesn't have the time to clean up every scale on his rounds. So, he hires the work done. In Denver, he hires, at regular intervals, a colored boy—paying him a flat rate for the job—to clean up all scales on location in the city.

Out in the territory, Goldberg picks up soda fountain clerks or any other reliable person he can get for the job. Where the work is done individually, the operator usually pays 50 cents out of the scale. The location owner is always willing to contribute his 20% or 25% of this amount.

"At one time," explains Goldberg, "we included a provision in our contract making it mandatory for the location owner to keep scales clean. Theoretically, it was good but in actual practice it seldom brought the desired results. So, we concluded that it was up to us to see that the scales are kept clean—simply from a money-making standpoint. A clean scale in a good store always gets a preferred location. And, it attracts customer attention and builds confidence. A dirty scale makes people think it isn't accurate and they won't use it. No operator can afford to neglect his equipment." ◆

16 MM — 3 MINUTE

SOUND FILMS

•

C. WALTERS & ASSOCIATES

2201 BEVERLY BLVD., LOS ANGELES

◀ Kraut Finds Big Boost in Vendor Sales

LOS ANGELES—The definite exclusion from taxation of merchandise vendors on the current Defense Tax Program has created an unprecedented demand for all types of vendors, according to Max Kraut, U-Need-A-Pak sales representative in the Southland.

"It is already a certainty that vendors will not be taxed," said Max, "and our factory, anticipating the swing to merchandise vendors, has increased production to the point that orders can be filled in rapid succession. We're right proud of the marvelous response we've had from operators on the new Bel Geddes designed machine and we're thankful that shipments have been scheduled to keep machines rolling coastward for several months to come.

"However, if you're interested in vending operating no time should be lost in getting your orders in now for deliveries in the future are definitely uncertain." ◆

* * *

Madeline: "I know he was talking about me. Now, wasn't he?"

Dorothy: "Well, yes.

Madeline: "I thought I heard him remark that I had a thick head of hair."

Dorothy: "Perfectly correct. He didn't mention your hair, however."

Get This One!

For Shocking Legal Profits New Arcade and Sportland Machine makes big dough on any location for all operators.

ELECTRIC DEFENSE GUN

It tilts! It fires! Feel it! Hear it! Three way action for 1c. Popular and exciting.
Fun and Health
1c or 5c play.

$32.50
Complete

An old favorite in Modern Style. Plenty of power. Self-starting coil and non-stick contacts operates on six volt standard lantern battery.
Old timers who "know" say "Greatest machine of its kind we have ever seen for all amusement and arcade spots." See your jobber or write for FREE information.

Also Girl Film machines and vendors — $3.95 up.

AUTOMATIC GAMES

2422 Fullerton Avenue
CHICAGO ILLINOIS

ALL REBUILT and VERY CLEAN!

IN FIRST CLASS CONDITION *and* READY FOR LOCATIONS

FOR ARCADES: 2 Western BASEBALLS, with Registers, $35.00 each

PAY-OUT GAMES

4 Fleetwoods, multiple....$29.50
2 Fair Grounds, multiple 35.00
3 Mills 1-2-3 (late)..... 35.00
2 Mills Spinning Reels.... 85.00
5 Thistle Downs, mul'pl.. 75.00
1 Handicapper 39.50
9 Preakness 19.50
1 Rover 19.50
1 Western Baseball 45.00
3 Velvets 35.00
2 Pot Shot, multiple..... 45.00
2 Stepper Uppers 75.00

FREE PLAY FIVE BALLS

4 Contacts $15.00
1 Pyramid 10.00
1 Sports 20.00
1 Short Stop 39.50
2 Boom Towns, new..... 85.00
4 Multi Free Races..... 15.00
1 Alps 15.00
1 Yacht Club 29.50
4 Record Times 110.00

ALSO: Santa Anitas, Winning Tickets, Sport Pages, Grand Nationals, Pace Makers, Galloping Dominoes, Triple Entrys, Track Times, Sport Specials and many others. Write for prices on First Class Equipment!

TERMS: One-Third with Order, Balance C.O.D.

The R. F. VOGT DISTRIBUTORS

Milner Hotel Building **Salt Lake City, Utah**

An Astrological Portrait — of — LeROY STEIN, of A.B.T. of N.J.

Prepared by

HELENE PAUL

World Famous Astrologer

Le Roy Stein, the manager of the Amusement Board of Trade of New Jersey, was born on May 23. His Sun, as well as Neptune and Venus, all in Gemini, make him extremely versatile and loquacious. Ambitious and curious, he is extremely dexterous and active, and capable of engaging in two or more pursuits at the same time. At times restless, anxious and high-strung, he is extremely progressive. He possesses inherent conversational and literary ability, and could be extremely successful in the literary or educational world, or in publicity promotion. Scientific and educational projects interest him very much and some day in the not very distant future he will have an opportunity to do a great deal along those lines — through unexpected channels which at this moment may seem quite remote.

Mars in Aries adds force, self-assurance, enterprise and originality. He often acts hastily on impulse. He has a strong dislike for all bonds, limitations or restrictions, preferring to be free to explore and pioneer into all new lines of thought and activity. He is apt to be a little impatient of projects or people who do not develop or respond quickly — or as quickly as he thinks they should. He is apt to rush in where "angels fear to tread" in his intense desire for interesting new fields to conquer.

Mercury in Taurus adds a totally different quality—for in this he can be extremely practical, very determined, persevering and somewhat obstinate. Very discreet and diplomatic, his opinions are fixed, and he has strong likes and dislikes. This vibration would tend to slow up what might be an excessively impulsive nature.

The Moon in Cancer adds still another quality, for this makes him sympathetic, humane, gentle and intensely emotional. It adds a decided taste for domesticity which the average Gemini does not usually have. He is undoubtedly very much attached to his family, and has a very keen sense of responsibility—not only towards them, but towards anybody who comes to him with their troubles. He will allow himself to be imposed upon without resentment in his great desire to be of service. He has ability for acting, imitating or expressing the thoughts or emotions of others.

Other aspects in his natal constellation give him many unusually "lucky breaks." Mr. Stein's horoscope promises great success with many important changes within the next year or two, and there may be certain opportunities to add to his responsibilities or make some substantial changes —which would promise most excellent remuneration—a very definite increase in his income.

It is extremely important for him to know just what to do and when, for everything depends upon being adequately prepared to accept certain opportunities. It is unfortunate, indeed, for the individual to find himself saying—"If I had only known." The horoscope erected for the day, month and year of one's birth reveals just what to do and when in order to take advantage of every favorable moment. ◆

* * *

"Have you any distant relatives?"

"Not now. They're all living with us."

Hitler's Declaration of War on Russia

By

HELENE PAUL—FAMOUS ASTROLOGER

Hitler handed a formal declaration of war to Molatov, the Russian Premier, at 5:30 A.M., on June 22nd, 1941. Rather an ungodly hour for an important decision such as that, but it had a very great significance.

It is a well-known fact that Hitler's phenomenal success is due to the fact that he is being completely guided by astrologers. Their deductions are based on the weak spots in the charts of Hitler's potential victims as well as the strong periods in his own chart. The declaration of war on Poland was made under the most auspicious conditions for Hitler, and the declaration of war on Russia has also been made under the best possible aspects in Hitler's chart.

June 22nd, 1942, marks the entry of the Sun into what is known as the "summer solstice"—the beginning of the earth's most potent vibration, and curiously the degree of the Sun at the time of his declaration of war was in highly favorable aspect to the Sun in Hitler's chart. Also, Mercury and Venus at 5:30 A.M. were in most favorable aspect to several important planetary positions in Hitler's chart.

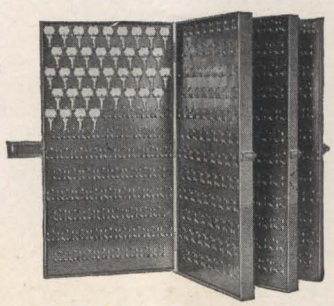
This indicates that the time was chosen to insure his success in this new attempt at further conquest. Would that people in other walks of life—with less destructive purposes—would choose their movements as carefully and be guided as accurately as he is. Then there would be less failures, less losses, less broken hearts—and oh—so many happy people and so many successful ones.

Careful application of the planetary movements in the heavens, as applied to Hitler's chart, reveals that while there are certain set-backs in his chart during July and August, he has an unusually "lucky break" after August 23rd, and if he does not have a very definite measure of victory before then—during the last week in July —there is no doubt that he will make substantial progress between August 23rd and the end of 1941.

* * *

P. S.: In November, 1940, I issued a statement to the United Press and the International News Service concerning the

LOST KEYS! STOLEN KEYS! MIXED-UP KEYS!



No. 966 —Key Cabinet (Open)

These costly troubles end when keys are kept safe and orderly in a

KEY CABINET

This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustration shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18¼" wide x 34¾" high x 2¼" deep. Each intermediate section adds 1¾" to depth. Prices quoted on application, advise size of key blanks or tags.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

W. W. WILCOX MFG. CO. 564-572 W. Randolph Street CHICAGO, ILL.

Women in Industry are attractively portrayed in the above scene showing Jennings employees giving Totalizers their final testing.

"horrifying success" of Hitler, and stated that the Russo-German pact would be broken in June, 1941. This circulated as far as the Maui News in Manila — dated December 18th, 1940, also January 3rd, 1941. ◆

The Industry IN • THE • NEWS

August Esquire:

Carleton Smith, who usually writes of music in "Roulades and Cadenzas," devotes this month's columns to taking army officials to task for refusing to realize the need for man-size entertainment for draftees. When any genuine entertainment arrives (not Stokowski or Sunday School), there isn't enough, Smith complains. In one instance: "It was hopeless to try to get near a juke-box."

August Spot:

A hand inserting a nickel in a slot, titled "Typical American Gesture," symbolized the three-page pictorial presentation in this picture magazine. Telling the story of the importance of coin machines to the public, for the necessities and luxuries of life, it stated: "The U. S. Mint had to jack up its nickel production to feed these insatiable gadgets."

July 19, San Francisco Chronicle:

Howard Brodie, famous cartoonist, gave artistic recognition to coin machines in his widely read column, "Watch 'Em Go." Under the title of "Lunch Hour Athletes," Brodie sketched the amusing attitudes of his editorial cohorts while they were engrossed in playing their favorite pinball games.

Los Angeles Times:

The comic section takes note of the popularity of music machines in Ernie Bushmiller's well known "Fritzi Ritz." The "weekly suffering" Phil, forced to attend the opera with Fritzi, sits in angry rebellion, silenced by his glamorous companion who declares, "These society folks come here because they love good music." The climax comes with intermission and a trip to a nearby drug store for sodas. Grouped around a music machine are the society opera patrons humming accompaniment to "Boogie Woogie," one bald-headed listener commenting " Ah . . . solid jive" while an impressive dowager orders "Get some more nickels, Jethro."

July 10th, Saturday Evening Post:

Frank J. Taylor in "Blitz Boom," article dealing with the mushroom growth of San Diego, California . . . new military center, presents a picture of sailors and an Army man in a Penny Arcade. "Today," says Taylor, "San Diego is a ripsnorting little Detroit, booming with defense . . . and booming with recreation, too, as sailors in Bradley's attest."

The Movies

Donald Duck brought coin machines to the cinema world with "Fun For a Dime," starting off his day at the penny arcade. The animated cartoon short, in color, was a Walt Disney production.

August Esquire:

Handing out a real tip to location owners, this famous men's magazine presents one of its internationally popular cartoons depicting a "helpful hint" to coin men. One of those small, in-the-center-of nowhere restaurant and filling stations (no pun intended), with signs proclaiming "hot dogs," "sandwiches" and "soft drinks" is fronted by a huge sign announcing "Ben Bernie Every Night" and, beneath it in small letters, "Electric Transcription."

Modern Industries:

This national defense magazine reports that vendors play an important part in defense work, saying "Neat, trim vending machines for snacks are becoming almost universal. Between-meal feedings are provided in many industrial plants by various machines."

Los Angeles Examiner:

E. V. Durling has been taking note of coin machines in his widely-read column which appears in all Hearst newspapers. On July 26, he reported: "Went down to the amusement zone at the beach last night. And I won at bingo, fascination and the marble games. Boy, I was hotter than a firecracker. I just couldn't lose. . . ." On Sunday, July 27, he reported the observance of a reader that the mirrors in cigarette vending machines were far more popular with men than women, the reader being a woman out to prove the vanity of the male. ◆

Bally Starts Bond Campaign

CHICAGO—"Bally's first again!" says Herb Jones, the Bally company advertising manager, discussing the cooperative coin machine campaign to help sell U. S. Savings Bonds.

"Several weeks before the campaign was announced," Jones explained, "we decided here at Bally to use part of our advertising space to publicize U. S. Savings Bonds. Accordingly we prepared a simple reverse-color slug with the message 'BUY DEFENSE BONDS!' This has been used regularly in our advertising, except when we have substituted our 'GIVE TO USO' slug. Although we are proud that Bally got going ahead of the field, the important thing is, not who was first, but who will keep it up. Let's all see to it that every coin machine ad carries at least a line which contributes to the National Defense Program." ◆

FREE INFORMATION AND PLANS
TO START A MODERN EXHIBIT
PENNY ARCADE
(LARGE * MEDIUM * SMALL)
GOOD LOCATIONS NEAR ARMY CAMPS - SUMMER RESORTS, etc.
TODAY'S FASTEST GROWING PROFITABLE BUSINESS
Write Us Now!
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

MOVIES

Hollywood Hums With Coin Film Activity

LOS ANGELES—Terming the new, ten-cent coin-operated movie machines "the biggest break the coin machine business has ever had," C. Walters, of C. Walters and Associates, advises operators, "If you don't make a fortune out of this windfall, just don't say you weren't advised to get in it."

Walters reports that the best talent in the world is at the beck and call of the operator. "I am one of the hottest boosters of talking picture machines in the trade," he declares. "Yet, after a trip through Hollywood, I'm convinced I'm miles behind the Hollywood parade. Hollywood is eager to produce pictures for your machines. The best talent in the world is at your beck and call!

"I just wish the operators of America could get out to the International Studios with me for a visit. Talk to men like Harold Raymond, president of Featurettes; Nat Simon and Louis Herscher, the song-writing men, and Clarence Bricker, the director. They would actually blush with shame at what these boys know about a business of which most coinmen's knowledge is purely elementary.

"Talk with Mario Castegnaro and his wife and Peter Ratoff, director of Song-O-Graph. The interviews would amaze you for you'd find unbelievable activity and preparation for a continuous flow of movies to the coin machine trade.

"Hollywood is as hot as a fire-cracker to produce pictures for our industry and no operator need worry about the supply of good products." ◆

Stills from recent releases by Techniprocess through Associated Producers Distributing. Upper left Charmaine as featured in the picture sensation, "The Man Who Comes Around." Upper right shows Marjorie Raymond and Paul Portanova in a scene from the tunefilm, "Love Song of Renaldo." Lower left shows two of the Four Musketeers who really bowl 'em over with their burlesque takeoff on "Rigoletto." Lower right is from the spritely and lively "Playmates."

Film Producers Need N. Y. State Permit

LOS ANGELES — Producers of motion pictures for coin operated movie machines are required to have their films passed by the Censorship Board before they may be sold or exhibited in New York state.

Such a procedure is exceedingly simple. Merely write to Irwin Esmond, New York Board of Censorship, 80 Center Street, New York City. Esmond will offer a time for screening your subjects and take care of the general formalities of issuing approvals, collecing fees, etc. ◆

◀ *Lorden Introduces Film Service*

LOS ANGELES—The first of its kind and already reputed highly successful, a film rental and exchange service has been made available to local operators of coin movie machines by Les Lorden, well-known local coinman and sound expert, at 2311 West Pico.

Les announces, "Since I first began operating Metermovies I realized the need for a system of exchange and rental for film. This removes all the problems of making up and handling reels by the operator, and enables operators with only a few machines to secure film at a very low rate. It's a great business, and operators have flocked to my office since the film exchange was announced." ◆

METERMOVIES — *Tomorrow's Machine Today!*

FEATURING

"CAPACITY FOR THE FUTURE"

$** OPERATORS! Protect your FUTURE as well as present earnings. Use METERMOVIES—the ONLY machine designed to meet the requirements of TOMORROW! Metermovies' EXCLUSIVE METERING MAGAZINE holds—not 6 or 8—but TWENTY-FOUR film subjects! IT'S THE CAPACITY THAT COUNTS! That's why METERMOVIES smash competition! Get on the bandwagon today with METERMOVIES, the acknowledged leader! It's America's newest smash-hit entertainment sensation! **$

IMMEDIATE DELIVERIES ● **METERMOVIES, INC.** ● GUARANTEED PERFORMANCE

8851 Beverly Blvd.
Hollywood, California

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

LOOK AHEAD WHEN YOU BUY YOUR MOVIE MACHINES

METERMOVIES

"TOMORROW'S MACHINE TODAY"

METERMOVIES ALONE OFFER CAPACITY FOR

24

FILM SUBJECTS! THIS TREMENDOUS CAPACITY IS MADE POSSIBLE BY METERMOVIES' SELF-SYNCHRONIZING

POWER DRIVEN MAGIC METERING MAGAZINE!

●

METERMOVIES IS SMALLER! ITS SCREEN IS LARGER! IT IS SIMPLE TO OPERATE! IT'S TREMENDOUS EARNING POWER WILL BE AS GREAT TOMORROW AS TODAY!

●

CHOOSE THE MACHINE DESIGNED TO MEET ALL FUTURE NEEDS AND BEAT COMPETITION TO THE PUNCH TODAY!

●

SOLD WITH NO TERRITORIAL RESTRICTIONS.

C. WALTERS and ASSOCIATES

Distributors

2201 BEVERLY BLVD. FEderal 1474 LOS ANGELES, CALIF.

Also Distributors For Leading Film Producers

TOP NOTCH HIT FILM SUBJECTS - - - YOU MAY OWN YOUR FILMS OR RENT THEM

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

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SOUND-VIEW PICTURE MACHINES

Territory Open to Operators

FILM FOR RENT OR SALE

●

FACTORY DISTRIBUTOR

SOUND-VIEW SALES COMPANY

3260 W. Pico Blvd. RE. 8026 Los Angeles, Calif.

Featurettes Shooting Sixteen Coin-Films

HOLLYWOOD — Featurettes, producers of three-minute musical shorts for coin-operated movie machines, are now shooting sixteen new subjects at the International Film Studios, 4376 Sunset Drive, Hollywood, where the organization is now permanently housed under a long time lease.

Bidding for the patronage of the listening public which enjoys hearing a number the way it was written, Featurettes have Roy Newell on their staff. Newell, well-known arranger, responsible for the popular "Georgie Porgie" Featurette, presents songs without any "individual style" but as they were written.

Newell has been in New York for the past six years but, with his three children in the movies, he plans to stay on the coast. He is now doing a series of pictures for Louis Weiss, the Newell-Weiss team, having begun at the time Clarence Bricker joined Harold N. Raymond's Featurette organization as musical director. States Newell: "I enjoy working on three-minute shorts which I believe are great devices for plugging songs. My greatest pleasure is in 'giving a song a chance.'" Thus, his presentation of a song as it was actually written.

Louis Herscher, composer, boasting a 21-year ASCAP membership, is another prominent Featurette staff member. Herscher is responsible for the words and music of "One More Kiss" and "Dream Daddy." He created music for Paramount's "Little Orphan Annie"; Eddie Guest's "Poetic Gems"; and songs for Selznick's "Tom Sawyer," including "When You're Near Me."

Nat Simon, another illustrious Featurette representative, came to Hollywood from New York with Raymond, for whom he had been writing for the past seven years. Among triumphs bearing his name are "Little Lady Make-Believe," "Gaucho Serenade," "Little Curly Head" and "Cross-Town."

Bricker, director of the hits "Georgie Porgie" and "The Man With The Concertina," was with Metro-Goldwyn-Mayer for 12 years, starting as assistant property man. Bricker's assistant is Bill Drake, production manager.

Other prominent writers on the movie machine's shorts, in the musical division, are Composers James Cavanaugh, John Redman, Andy Razoff, Milton Pascal and H. Lee Ruth, and Conductor Marvin Hatley, who for many years held the baton at the Hal Roach Studios.

Raymond himself, president of Featurettes, has been in the music publishing business for the past 10 years and is a prominent song writer.

Featurettes are signatories to the Producer-Labor Unions Basic Agreement and are affiliated with ASCAP and the Superior Music Co., all films bearing the trademark "I.A.T.S.E." ◆

Sales Skyrocket On Metermovies

LOS ANGELES—C. "Charlie" Walters, well-known local coin machine dealer and distributor for Metermovies, Inc., has announced to the REVIEW that in the movie-phono business "the rush is on," adding, as an incidental afterthought, a jubilant "I told you so!"

With triumphant emphasis on this latter theme Walters stated, "Many operators will remember my telling them to get prepared for a movie avalanche. I foresaw the movie boom and continually expressed my opinion to operators. Now it is here, but it has come about much sooner than I expected. Metermovies have sold so fast that I can't even keep a demonstrator on my floor, and am selling machines without demonstration!"

No mere local rush, the enthusiasm of operators has swept the country with the contagion and volatility typical of the trade, the REVIEW was informed by Robert De Leon, affable sales manager for Metermovies, Inc. Orders have descended on the company daily in increasing numbers by wire and telephone, De Leon said, necessitating certain restrictions in distributor allotments despite steadily increasing factory capacity. As to the availability of machines for delivery in the immediate future, De Leon said, "The rush has exceeded our expectations but expansion is being carried on accordingly."

As for local distribution Walters announced that a "first come first served" policy is in effect.

C. Walters & Associates have signed with Metermovies, Inc., for exclusive representation of the firm in California, Arizona and Nevada, and have assumed the distribution of films for a majority of the producing organizations. ◆

* * *

"There goes a man who broke up my home."

"You mean he stole your wife?"

"No, he crashed my trailer."

Announcing:

The First FILM EXCHANGE for Coin-Movie Operators!

A complete Film Exchange Service is now available for Coin-Movie Operators. All of the latest films in stock. Over 100 subjects to choose from. Special programs assembled. Films rented for any period of time. Come in and acquaint yourself with our unique service today!

LES LORDEN

2311-2313 W. Pico Blvd. Los Angeles, Calif.

DRexel 4381

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Movie Head Praises Business Men

HOLLYWOOD—American business men are the most competent in the world and will ably meet the present emergencies, declares Mario Castegnaro, president of Techniprocess and Special Effects Corporation and vice-president of Associated Producers Distributing Co.

Returning from a nation-wide tour, in which, during 40 days he covered 8,000 miles, crossing 38 states, Castegnaro discussed the number of movie machines operating throughout the country. "There are about 2,500, with the output curtailed because of the defense program. But," he added confidently, "as the American business man meets all emergencies, he has made and is continuing the construction of the machines. I believe that, though production was delayed, by the end of the year there will be around 8,000 boxes on location."

Castegnaro, also producer of three-minute musical shorts for the Automatic Coin Operated Motion Picture Machines, was amazed at the success of the movie machines. "Much to my surprise," he related, "you find them, not only in cocktail bars but in ice cream parlors, soda fountain stands and drug stores, as well as in garages where people await their parked cars.

"In other words, the man who spends a quarter for a highball is not the only customer—but also the man . . . and his family . . . who drinks a cup of coffee or takes a coca-cola."

Castegnaro's first stop was Las Vegas, where, he reported, there are all types of coin machines every place, regardless of the type of business operated on the location. In Denver, he began to realize the tremendous possibilities of movie machines. "At the lunch hour," he revealed, "in one of the well-known restaurants, a movie machine was operating constantly, entertaining the customers. This is one of many doing the same thing in that city.

"From Denver to St. Paul, there is not much activity yet, but from Wisconsin to Maine, the machine is an accepted form of entertainment and the only problem is the delivery of the machines.

"It isn't difficult," he prophesied, "to foresee that this will be a major industry in the entertainment world." ◆

On the Yosemite Highway in Merced, Calif., one of the most popular spots is Jack Delabor's Town Club and in the center of everything is a Wurlitzer 850 installed by operator D. D. Patton. In the picture are, as you expect them, Jack Burns, Jack Delabor, D. D. Patton and Myrl A. Park, California-Simplex salesman.

Don Heyer, President of Metermovies, Inc., congratulates C. Walters of C. Walters & Associates, Metermovies exclusive distributors for California, Arizona and Nevada, on the volume orders being written for equipment.

Mutoscope Gives "All Out Aid"

LONG ISLAND CITY, N. Y.—The services of H. Oberhammer, one of the country's foremost amusement designers, are offered present and prospective penny arcade operators, as part of the "all out aid" policy of International Mutoscope Reel Co.

William Rabkin, president, states "Oberhammer has achieved some spectacular successes in the planning of amusement buildings, particularly at the recent World's Fair in New York. His services are now offered to operators, and he will even draw up specifications for a complete arcade building to meet with the operator's monetary and location qualifications, if necessary. He is retained by Mutoscope to draw up plans and layouts for penny arcades with modern fronts and real pulling power!" ◆

Bally's "Baby" in Fifth Year

CHICAGO—"Baby" was born five years ago but Bally's wonder-child has grown so rapidly it has established real money-making power over at Bally Manufacturing Company, according to George Jenkins, general sales manager.

"Bally Baby, the world's smallest coin-machine, holds the record for continuous volume sales," says Jenkins. "Struggling with production problems, resulting from the biggest boom in history, we let our baby counter game ride along on its own momentum. Some momentum! A neat batch of orders in every day's mail! Proves that it isn't always size that counts—but money-making power. Bally Baby is packed with it." ◆

* * *

Rastus Brown, a negro with a large, determined wife, was the prospect of a life insurance salesman.

"Why not take out a life insurance policy?" asked the salesman.

"Not me!" exclaimed Rastus. "Ah ain't none too safe at home as it is."

PICTURE MACHINE OPERATORS ATTENTION

Here is a 'Reel' Bargain in 16MM Film
The following program of eight subjects for only

$45.00

1. SAILBOAT OF DREAMS (Beautiful Fantasy—Voluptuous Mermaid) *
2. YANTA NEGRI (Savage Conga Dance—Lots of Girls) †
3. SAME THE WHOLE WORLD OVER (Clever 1890 Sketch) *
4. LA GOLONDRINA (Beautiful South American Number) †
5. MAGIC BOTTLE (Sensuous Girl Dances in Bottle) *
6. GOUPIL & LUANA (Snappy Tahitian Dance) *
7. ANDALUZA (Bull Fight Dance) †
8. PRINCESS LUANA (Gorgeous Hawaiian Dance) *

*Produced by Neil McGuire
†Produced by Bolton-Shea

Operators everywhere testify that these subjects are TOPS in earning power. Beautiful Photography—Excellent Sound Tracks. Just enough 'Spice' & 'Oomph' to get the dimes.

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REFERENCES:—Citizens Nat'l Bank, Hollywood & McCadden Br., Hollywood Film Enterprises

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C. WALTERS & ASSOCIATES
2201 BEVERLY BLVD., LOS ANGELES

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of DOWN BEAT, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG	FIRST CHOICE	SECOND CHOICE
1—*Daddy*	Sammy Kaye, Victor	Andrews Sisters, Decca
2—*Aurora*	Jimmy Dorsey, Decca	Andrews Sisters, Decca
3—*Yes Indeed*	Crosby-Boswell, Decca	Tommy Dorsey, Victor
4—*Hut Sut Song*	Freddy Martin, Bluebird	Merry Macs, Decca
5—*Sleepy Serenade*	Claude Thornhill, Okeh	Woody Herman, Decca
6—*Will You Still Be Mine?*	Tommy Dorsey, Victor	Frankie Masters, Okeh
7—*Green Eyes*	Jimmy Dorsey, Decca	Tony Pastor, Bluebird
8—*Maria Elena*	Jimmy Dorsey, Decca	Lawrence Welk, Okeh
9—*Easy Street*	Martha Tilton, Decca	Sonny Dunham, Bluebird
10—*Blue Champagne*	Jimmy Dorsey	(No Competition)
11—Intermezzo	Benny Goodman, Columbia	Marie Greene, Col.
12—*I Understand*	Jimmy Dorsey, Decca	Charlie Spivak, Okeh

WATCH OUT *for Easy Street, Blue Champagne, Sleepy Serenade and Will You Still Be Mine? all of which are climbing still via the versions mentioned in the box above. Hut Sut, Aurora and Daddy are beginning to lose ground. Remaining five of the "Big 12" above also are losing their potency. Operators should check the "Sleepers" list below carefully for replacements as summer nears its end.*

"SLEEPERS"

(Looming as Smash Hits in the Coin Machines of America)

ALL I NEED—A lovely new ballad destined for tremendous popularity via Claude Thornhill's Okeh and Teddy Powell's Bluebird records. Both have song-selling vocals. Tab as a "must" for all types of locations.

CONFESSIN' THE BLUES — Ideal for colored and swing locations, this blues song is going big throughout the nation, operators report. There's only one version so far, by Jay McShann on Decca, but his seems to be outstanding enough that no others are needed. The Walt Brown vocal "makes" the disc a winner.

BE FAIR—Another soft, romantic ballad by the composers of *I Understand*, Mabel Wayne and Kim Gannon. This one is called *Be Fair* and is given best treatment by Jimmy Dorsey with Bob Eberly singing. Charlie Barnet has second choice.

BAR BABBLE — An instrumental, this unusual number is commercial enough for all locations. Sonny Dunham's Bluebird and Jimmy Dorsey's Decca are both excellent treatments. Very hot in the East right now and worth spotting on machines in other sections of the nation.

JIM—Dinah Shore may have her biggest hit yet in this torchy ballad in the old Helen Morgan "My Bill" groove. Softly sentimental, with strings behind Dinah's chanting. Bluebird.

EVERYTHING DEPENDS ON YOU —Earl Hines got this old tune started again with his new Bluebird discing, and now Mildred (Decca) Bailey takes it over for a thrilling performance which will pull jitneys in the boxes for sure. Both versions strong, however. Hines employs a vocal foursome while Bailey sings solo with some fancy Herm Chittison pianoing behind her.

DOWN, DOWN, DOWN—This tune started fast via Count Basie's Okeh and the Mills Brothers' Decca platters, then slumped. Now it is coming up fast again with Benny Goodman's Columbia waxing helping. Charioteers on Okeh also have a popular arrangement. Worth trying, for it's "different" enough to catch.

IN A SUBWAY FAR FROM IRELAND—Raymond Scott's latest record is crazy enough and corny enough to pull nickels fast and furiously. On Columbia. The whole band sings the vocal. Dig.

TUNE, TOWN SHUFFLE—Another Count Basie classic, this one has Milton Ebbins as composer and should click on locations where swing-loving youngsters or musicians hang out. Okeh.

FAN IT—Woody Herman makes his bid here with his Woodchoppers. Vocal at fast tempo by the leader blends neatly with some fast, jazzy horn playing. A "sleeper," many operators tell us. On Decca.

DEATH RAY BOOGIE—Pete Johnson has another *627 Stomp* in this item, on Decca, with a rhythm section helping him beat the fastest piano recorded in years. Going great in the South already and no reason why its popularity can't repeat elsewhere.

EMBRACEABLE YOU—Final item for the month is this old Gershwin goodie appearing in sleek new dress by the machine king, Jimmy Dorsey. Helen O'Connell's singing is plain dynamite, in pashy, show tempo. Dorsey, hot as a red wagon now on wax, also is set to reap big monies with *Isle of Pines*, sung by Bob Eberly. All Decca. Hard to miss with this band at the moment and these are better than par.

H. H. Longfellow, operator, of Flagstaff, Arizona., made an installation of Packard Pla-Mor equipment and a Model 600 Wall Console speaker in the Holsum Coffee Shop at Flagstaff. A. H. Souris, proprietor, heard about Packard Pla-Mor installations and immediately got in touch with Operator Longfellow and insisted that Packard Pla-Mor remote controls be installed.

Pictorially Speaking

Al and Harry Bringas, Los Angeles operators, installed this Wurlitzer 850 in the La Fiesta Inn, 1822 Sunset Blvd. Changing to the Wurlitzer the boys got a jolt. "Didn't believe it possible," they stated, "but since the 850 has gone in we've had a 100% increase in profits!"

Mrs. Madge Barry selects a tune from the Pla-Mor Selector mounted on its own standard while an interested group including W. E. Simmons, Packard Regional Manager; and Jack Gutshall, Southern California Distributor, look on. On the right is Ray Eberts, prominent Western music operator.

"California, Here I Come," brought Abe Lyman and his band into the swank Palladium in Hollywood recently. Instead of finding "Feed Box Freddie", Abe found welcoming crowds that established near-records. On his opening night the count was second only to Glenn Miller. The accompanying "shot" shows Abe leading the band into another favorite after a 10-year absence from California.

Rudy Greenbaum recently made a visit to R & A Distributing Co., at Houston, Texas, Packard distributors for southern Texas. The management turned out en masse to welcome him. Left to Right: Rudy Greenbaum, Packard Mfg. Corp's general sales manager; Jack Rentro, Sam Ayo, owner, H. M. Crowe, manager, Buster Ayo, service manager, all of R & A Distributing Co.; Earl Reynolds, Packard's district manager, and Mrs. Lilly Atkins, secretary, R & A Distributing Co.

Sam Kresberg, Seeburg representative on the right, congratulates Meyer Parkoff of Modern Vending Co. on achieving an unequalled sales record on Seeburg equipment and winning the Chevrolet, in the background, that Sam wagered during the 1941 Coin Machine Show in Chicago.

Bob Crosby - - - only on
DECCA

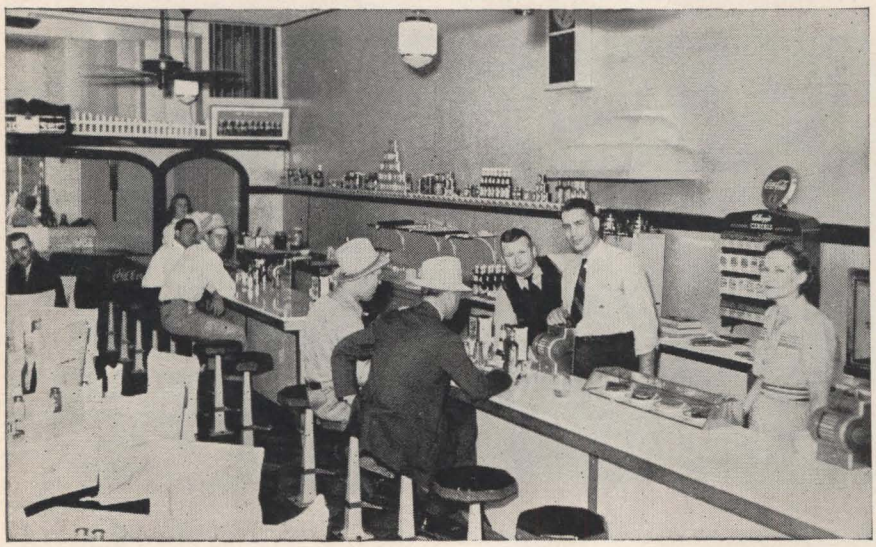
Wolf Sales Fetes Bill Bye

DENVER—Broad, jovial Wurlitzer District Manager Bill Bye barged into Denver on recent date to call on Wolf Sales Co., Wurlitzer's competent Denver Distributors.

Business completed, Wolf employees bowled over Bill Bye with a banquet hastily arranged at the news of his coming.

Staged at Denver's Brown Palace hotel replete with speeches, music by Tony Ferrera's band, Bye quickly recovered his composure, delivered a pretty speech of thanks, joined the group in dancing that followed.

Pictured above, the hosts and their guest, third from left at head table, flanked by Wolf Sales executives. ◆



Miller's Coffee Shop, owned by Neil McGrady, San Benito, Texas, has an installation of Packard Pla-Mor remote control equipment which was installed by R. & A. Distributing Company, of Houston, and Operator L. J. Harris, of San Benito. Operator Harris reports the location has picked up from $12.00 a week to $28.00 a week with the installation of Packard Pla-Mor equipment.

"It's exactly what I've been waiting for, and its distinctive styling and beauty of tone are bringing me greater profits every day." So says Hal Bachman, owner of "Hal's", popular Manhattan Beach, Calif., spot. Installation was made by Gene DeVilbiss and Russell Lee, Los Angeles operators.

Tri-Way Introduces New Jewel Pick-Up

NEW YORK.—Remember the true tale about the little man who resigned his job in the patent office back in the 19th century because he didn't think there could be anything else invented? His ghost must be sadly viewing the Tri-Way Products Company!

Tri-Way have just brought out a new featherweight, permanent jewel pick-up for automatic music operators that weighs only one and one-half ounces. According to Tri-Way needle experts, this means less wear and tear on records. It lasts for approximately 25,000 plays without a change. The needle is presented in a new style cartridge to fit any of the 412, 24, 500 or 600 model Wurlitzer tone arms. A special volume box accompanies the permanent jewel pick-up and, when additional volume control is used, an extra volume control unit is enclosed. "Installation is very simple" said an official. "Incidentally, this new unit works in perfectly with our Ultratone and Illumitone chandelier all-metal speakers." ◆

Phono. Manufacturers Seek New Designs

BOSTON — An industry built and existing on new ideas, the Coin Machine Industry, has invited artists of the Institute of Modern Art in this city to try their hand at designing new cabinet styles of coin-operated automatic phonographs.

Members of the Institute are fervently at work devising new designs in competition for a cash prize offered by one of the outstanding manufacturers of automatic phonographs in the coin machine industry. ◆

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MUSIC

Wurlitzer Distributor Conclave Discusses Plan To Broaden Service

CHICAGO — Summoned to Chicago, Wurlitzer Distributors from coast to coast met at the Bismarck Hotel recently with Wurlitzer factory and sales executives for a series of general discussions.

Tenor of the meeting was the importance of Distributor service to Wurlitzer Music Merchants. Suggestions were called for, offered and opened to the general meeting for group opinion.

While Wurlitzer officials released no comment for publication, it was indicated that the meeting proved immensely beneficial and that the results would be far reaching in their benefits to Wurlitzer Music Merchants everywhere.

"Mike" Hammergren, Wurlitzer General Sales Manager, complimented the group as the top distributor organization in the industry and said their efficient serving of over 5,000 Wurlitzer Music Merchants was one of the big reasons why Wurlitzer sells more phonographs than all other makes combined.

Distributors and Wurlitzer executives attending the meeting pictured above were: 1st row (top row): Kemmons Wilson, Southern Distributing Co., Memphis and Little Rock; Ted Snearly, R & S Sales, Marietta, Ohio, and Washington, D. C.; W. R. Deaton, Wurlitzer District Manager; Fred Barbee, Wurlitzer District Manager; Joe Greene, Hub Automatic Sales Co., Boston, Mass.; M. H. Rosenberg, Wurlitzer District Manager; Lawrence LeStourgeon, Southern Music Co., Greensboro, N. C.; W. T. Cruze, National Sales Co., Knoxville, Tenn.; L. F. Cox, Cox Vending Machine Co., Salisbury, N. C.; Fred Fields, Seattle, Wash.; Wolf Reiwitz, Wolf Sales Co., Denver, Colorado; J. H. Winfield, Buffalo, N. Y.; Ed. Wurgler, Wurlitzer Special Sales Representative.

2nd row: Ted Abeles, Southern Distributing Co., Little Rock and Memphis; Al Mendez, Wurlitzer District Manager; C. A. Camp, Southern Distributing Co., Little Rock and Memphis; Art Freed, Chicago Simplex Distributing Co., Chicago, Ill.; Larry Cooper, Wurlitzer District Manager; Morris Hankin, Hankin Music Co., Atlanta, Ga.; Paul Jock, Guarantee Distributing Co., Indianapolis, Evansville, Ind., and Louisville, Ky.; Joe Eisen, Manhattan Distributing Co., New York City, Penn Coin-O-Matic, Philadelphia and Baltimore; Pete Brandt, Wal-Bil Novelty Co., St. Louis, Mo.; Art Hermann, Art Novelty Co., Albany and Syracuse, N. Y.; Leo Fox, Hub Automatic Sales Co., Boston, Mass.

3rd row: Benj. Sterling, Jr., Sterling Service, Rocky Glen Park, Moosic, Pa.; Wilbur Bye, Wurlitzer District Manager; the late Joe Williams, Commercial Music Co., Dallas, Houston, San Antonio, Texas, and Oklahoma City, Okla.; J. A. McIlhenny, Wurlitzer District Manager; Morris Roessner, Mayflower Dist. Co., St. Paul; Jackie Fields, Mayflower Distributing Co., Pittsburgh, Pa.; W. C. Mossbarger, Wurlitzer Manager; Sam Taran, Mayflower Distributing Co., Pittsburgh, Pa.; Don Clark, Interstate Distributing Co., Omaha, Nebr., and Des Moines, Iowa; H. R. Sanders, G & S Distributing Co., Nashville, Tenn.; Harry Graham, Wolverine Music and Spec. Co., Detroit, Graham Distributing Co., Cleveland and Cincinnati; J. A. Darwin, Wurlitzer District Manager.

4th row: Rod Rose, R & S Sales, Marietta, Ohio, and Washington, D. C.; Ted Bush, Acme Novelty Co., Minneapolis, Minn., and Milwaukee, Wis.; "Mike" Hammergren, General Sales Manager; Carl Johnson, General Manager; Spence Reese, Asst. General Sales Manager; Bob Bleekman, Wurlitzer District Manager; Sam Cass, Wurlitzer District Manager; Tim Crummett, Central Distributing Co., Kansas City, Mo., and Wichita, Kansas.

5th row (sitting): Al Goldberg, Chicago Simplex Dist. Co., Chicago; Babe Thomason, Amusu Novelty Co., Spartanburg, S. C.; John Mondelli, Simplex Distributing Co., Jacksonville and Miami, Fla.; Ernie Petering, Manhattan Distributing Co., New York City, Penn-O-Matic Co., Philadelphia and Baltimore; Finley Mason, Central Distributing Co., Kansas City, Mo., and Wichita, Kansas. ◆

Texas Shocked By Williams Tragedy

DALLAS, TEXAS — The sudden deaths of Mr. and Mrs. Joe B. Williams on July 15, the result of an automobile accident, shocked and saddened their many friends among the Southwest coinmen and their families.

Joe Williams, owner of Commercial Music Co., Wurlitzer Distributors in Texas, Oklahoma, Arkansas and Eastern Louisiana, had been in the automatic music business for over 15 years and Wurlitzer distributor for the past two years.

With Mr. and Mrs. A. M. Mendez, of New Orleans, the couple was returning to Dallas, Mrs. Williams driving. Near Berino, N. M., a rear tire blew out, causing the car to turn over several times and instantly killing Mrs. Williams. Her husband died a few hours later in an El Paso, Texas, hospital. Mendez, a Wurlitzer district manager, suffered two broken ribs and minor bruises, his wife minor injuries.

The Williams couple leave a son, Robert Lawrence, and a daughter, Patsy Jo.

Surviving Williams are his mother, Mrs. B. H. Williams, five brothers, Raymond, Eugene, T. H. and B. H., Dallas, and Dudley, Atlanta, Ga.; three sisters, Mrs. C. G. Evans and Mrs. Elmer Engelhorn, Dallas, and Mrs. Carl Watkins, Oklahoma City.

Mrs. Williams is survived by her father, J. A. Frey and a brother, J. L. Frey, Dallas, and five sisters, Mrs. T. W. McGlasson, Mrs. P. A. Littrell, Mrs. Louise Sheaner and Mrs. H. Hill, Dallas, and Mrs. H. E. Long, Houston. ◆

Famous Author Features Phono

LOS ANGELES — David Lamson, well-known and popular writer, gives a nod to music machines in his recent Saturday Evening Post story "Gold Is How You Find It."

His hero, Frank, hunting gold but planning for a tourist camp ownership, does as follows: "He put a nickel in the juke box . . . the music was sweet and full of heartbreak, just the way Frank felt. Hugger-Mugger Mamma was just about his favorite piece. He would have a juke box in the dining room at the Mule-shoe Flat Tourist Camp, and he would have Hugger-Mugger Mamma in the juke box and play it a lot."

EDITOR'S NOTE: Frank and Mr. Lamson hadn't met enough operators to know it was a music machine, not a juke box, he really pined for. ◆

Welcomes INQUIRIES FROM MUSIC MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

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Rare, Precious Metal In Permo Needles

CHICAGO — Almost as priceless as Radium, is Osmium, the metal which—tipping Permo needles for electric phonographs—gives them an amazingly long life! The entire world production of Osmium is less than 500 pounds per year!

Dr. W. H. Falck, metallurgical director of Permo Products Corporation, says, "A good, steel needle will show as much wear after playing one record as the same shape needle, tipped with Permo Alloy, will show after approximately 1,000 plays!"

This precious alloy belongs to the platinum family and, of the six divisions, it is one of the two rarest, the other being ruthenium. Only very small Osmium deposits are to be found in the platinum of the Russian Ural Mountains. Small amounts come from Columbia, South America and the sands of the Island Tasmania. South Africa yields one-half of the entire yearly production, residues from gold smelters.

Osmium at one time floated about with no commercial value. Then, in 1920, research work was started to make synthetic alloys which would have the desirable qualities of Osmiridium (Osmium and Iridium), without any of its bad features, such as small irregularly shaped grains and flaky structure which makes it difficult to grind.

During the research period, it was discovered that Osmium, being very hard, having a high fusion point, and being the heaviest element known, was the ideal metal with which to work.

Permo, in 1929, pioneered in the phonograph needle field by introducing needles tipped with this life-giving alloy, later building a company laboratory for refining and producing such alloys.

Dr. Falck, explaining the importance of Osmium, says, "In the development of alloys suitable for phonograph needles, several things have to be considered. Most important . . . excellent wear resistance, insuring long life, and this has to be accomplished without making the alloy so hard it can be abrasive.

"It is easy enough to make materials of, for instance, sintered carbides which have an apparent great hardness, and while a slightly longer needle life may be obtained, this is achieved at the cost of excessive record wear. A sintered product is very much like concrete in which the stone represents the hard metal and the cement the binder. When material of this type is subjected to wear, the soft binder will wear away, leaving a rough surface of projecting hard particles. This type of metal, in our opinion, based on 12 years' experience, is not suited for use on phonograph needles."

Permo Alloys, according to Dr. Falck, can be found on the finest phonograph needles, fountain pens, on instrument pivots in airplanes, on compass pivots, in electromedical instruments and numerous other applications. ◆

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SPECIALISTS IN MUSIC MERCHANT SERVICE!

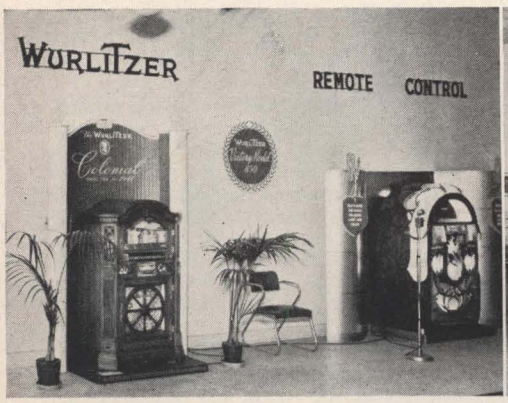
President Wolf Reiwitz, prime factor in organizing the finest Wurlitzer Music Merchant service this area has ever known.

The Wolf Sales organization of live wires reading left to right: First row—Leora Amen, Secretary; Al Roberts, Manager; Wolf Reiwitz, President; George Rowe, Salesman; J. C. Ditto, Service Manager. Back row — Mike Allegreto, Shipping Clerk; Kay Phillips, Bookkeeper; Dorothy Ginsberg, Secretary; Bob Edwards, Service Boy.

Al Roberts; Bill Bye, Wurlitzer District Manager; Wolf Reiwitz and "Mike" Hammergren, Wurlitzer General Sales Manager, inspect one of the Wolf Sales windows graphically picturing the territory served.

Dan Brennan and George Rowe, Wolf salesmen who have established record after record in selling Wurlitzer Victory Model Phonographs.

Al Roberts, able, young executive, is admired by his customers for his wide knowledge of the Automatic Music Business and the application of that knowledge to Music Merchant problems.



The Wolf Sales Office and Display Rooms at 1624 Broadway, Denver, are the mecca of Wurlitzer Music Merchants. Completely equipped with Sales Parts and Service Departments, Wolf Sales is staffed and organized to render every possible aid to customers.

Chick Roberts, Co-Manager of Wolf Sales, whose joint efforts with Al Roberts have built an enviable reputation for this fast-stepping organization.

● Whether you need Wurlitzer Phonograph repair or parts service, or assistance in solving a difficult problem, you'll get it from us — quickly, intelligently, by men who know their business. That's a statement we want you to make us PROVE!

We are prepared to do JUST THAT! Let us demonstrate our wide-awake service set-up to YOU.

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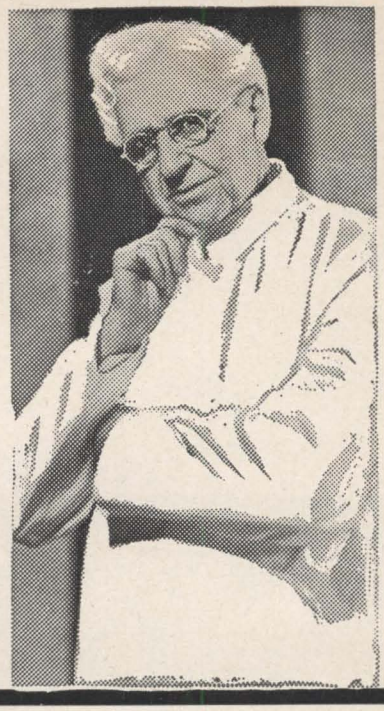

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LOS ANGELES

HOUSTON

HOUSTON — When you add one green private in brown to an automatic electric phonograph you get national publicity—in newspapers and on the radio! Look at **Private Bill O'Connor**, former Dallas music operator, who had hardly been in Camp Bowie, Brownwood, Texas, long enough to swear at the bugler and know which dice games to avoid, when he was presented a reconditioned marble glowed model A Seeburg phonograph! And then news began popping!

Immediately after the machine was set up, O'Connor's tent became a well-known spot. The camp paper first mentioned Bill and his phonograph. The story next appeared in the Brownwood newspaper. Later, International News Service featured the story and folks all over the U. S. read about Pvt. O'Connor having a phonograph in his tent at Camp Bowie. Finally, Glenn Miller, in his Chesterfield radio program over C.B.S. network, mentioned reading the story and recalled having met Bill at an operators' gathering at the Adolphus hotel. Miller went on to say that he was gratified to learn that Bill had a beautiful shiny "nickelodian" right in his tent where he and all his buddies could enjoy Glenn Miller records to their heart's content.

O'Connor, who by the way, is a brother-in-law of **Anderson Sage,** Seeburg star salesman, operated phonographs for Electro Ball Co. three years in Dallas. A few months ago, when Electro Ball sold all their operating interests, Bill went with the sale and continued operating his original route. Shortly afterward he was called to military service and stationed at Camp Bowie.

Yes, Bill is still more popular at Camp Bowie than a soldier with $10.00 before pay day. Joe Palooka hasn't been around to see him yet, but the boys are expecting him most any time now.

Southern Equipment Co. is now distributor for Columbia and Okeh records in San Antonio and surrounding territory.

Mr. Atwater is manager of the record department.

Popular **Miss Bee McCann,** formerly with the Record Shop in San Antonio, made an extended visit to Mexico City in July.

Decca Distributing Corporation will open a record distributing branch office in San Antonio about August 15th. **Don Bruce** has been selected as manager of the new concern.

Home office of Electro Ball Co., Dallas, sponsored a two-day sales meeting at the Adolphus hotel of that city July 19th and 20th. All Seeburg salesmen and sub-distributors attended.

C. T. McKelvey, Seeburg sales manager, flew from Chicago to address the gathering. Most important event was a showing of the new Seeburg hotel installation. A practical demonstration was given at a local hotel in Dallas where the system was completely installed.

On July 10th, soft drink vending machines in Orange contributed $1000.00 to National Defense. A check for that amount, representing locations' share of profits from the machines, was presented to United States Service organizations and Orange Council for defense camp recreation.

The contribution was made jointly by the Navy Department, Consolidated Steel Corporation, Ltd., and Bechtel-McCone-Parsons Corporation. This amount represented the locations' 10 per cent commission and showed that workmen and sailors spent $10,000.00 in machines during June.

Jules Peres, well known distributor of New Orleans, is now handling the Packard Manufacturing Corp. line and distributing Singing Tower Phonographs in that city. He met with **Earl Reynolds** and **Fisher Brown** in Houston about July 15th, to close the deal.

HOUSTON BRIEFS: Lester Hearn, well known music operator, has moved his office to Jackson St.—**Allen McQuhae,** manager of Houston Electro Ball for more than a year, resigned that position effective August 1st, to take over the Won-Up Distributing Co. of Houston. Won-Up is a popular grapefruit drink—**Harold Daily,** Mills distributor, opened his new bayshore home July 20th, with an all day open house party.

H. M. Crowe, R & A Distributing Co. manager, spent several days in Mexico City seeing the sights, the Senoritas, and future business prospects.—Three sons were born to coinmen recently; proud dads being **Amos Reeves, J. B. Belin, A. A. Sage.—Miss Maud Ellen Bradburn,** new secretary at Southwestern Music is pleasant, pretty and efficient.—**Miss Cecile Shrader,** secretary of South Coast Amusement Co., really enjoyed the first showing of Mills Panoram sound picture machines. We don't believe that one though, about her playing machines on location after working hours. ◆

John G. Wright.

CARRIE
THE CAR HOP
— says —

"Business is Business" makes a poor excuse for some operators trying to get this spot. The propositions they make the boss sound like anything except good business.

Wurlitzer Earnings Up

CINCINNATI—Net income for the Rudolph Wurlitzer Co. for the year ending March 31 was $1,107,310, compared with $1,050,132 for the previous year. ◆

The Ink Spots - - - only on
D E C C A

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It's NEVER as busy as our SALES Department. Maybe that's because we sell Wurlitzer Phonographs. But, the point is, WHEN there is a call for SERVICE we can render it with speed, with skill and with economy.

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PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

The streamlined and satin chrome finished PLA-MOR shines with play appeal. Customers can't resist it! Nickels pour in thick and fast! Folks come back for more, too — thanks to the rotor selector that insures perfect selection, the triple action, eliminating straining, shoving, and squinting.
Match the PLA-MOR Remote Control Selector with the Model 600 Console Speaker and you've a profit combination unbeatable anywhere today! Capehart products are famous for steady, dependable service! Hitch your operations to the profit line without delay! See us today!

Esquire offers operators complete facilities for all music requirements. Use our new showrooms as your headquarters; drop in before or after purchasing your Decca records. We'll be glad to discuss your music problems with you. Ample parking space at all times.

ESQUIRE MUSIC COMPANY

1870 W. Washington Blvd. Los Angeles, Calif.
ROchester 2103

KANSAS CITY

KANSAS CITY, MO.—For several months this section, as well as the rest of the COIN MACHINE REVIEW, has been plugging the idea that another milestone in the development of the Coin Machine Industry was about to be reached. We've pointed out that our Industry was among the first to offer its entire facilities to the OPM to aid in National Defense, and that the OPM had gratefully found Coin Machine manufacturers so advanced in modern manufacture and mechanics that it immediately accepted and allotted to our industry an important place in the Defend America Program.

In talking about this milestone we've tried to point out what we believed the effects would be. We felt certain that, as in any period of readjustment, those operators and distributors who planned their programs in consideration of the new conditions would benefit most. That's why we began the first of the year urging operators to invoice their entire stocks of equipment with an eye to being ready to meet conditions which might reasonably be encountered in the next 12 months.

Now that the new milestone is reached there are two strong indications as far as the Missouri Valley coin machine men are concerned. More money is being and will be spent via the coin machine chute because wages, income and general conditions all point to the better. And delivery of new equipment in most brackets will be slowed, due to the manufacturers' part in National Defense.

The Central Distributing Co., one of the outstanding automatic phonograph distributing firms of the country, has taken the attitude and adopted the policy that appears most likely to be that of progressive firms throughout the area.

Tim Crummett, who with partner **Finley Mason,** owns and operates Central, explains: "Music operators and distributors, in my opinion, will not be hurt by the new controlled production. In fact, we believe it will be to their benefit because wild-cat trading and large profitless orders cannot exist under present conditions. We have noted, and are experiencing, another healthful condition. In the past the tendency was to concentrate on the large orders; today we are making every effort to see that all of our operator-customers get delivery on what they need by talking the men ordering large numbers into accepting delivery on a few at a time.

"It is the distributor's duty today to see that his operator-customers get what equipment they need to keep their routes operating profitably. He can best do this by limiting number of units sold per customer at the time of the sale in consideration to the number of units he can reasonably expect the manufacture to deliver to him during the immediate period."

Central's development of a full floor of shop, one of the most complete and modern in the Midwest, as well as a further extension of their very modern Parts Department, leaves little to the imagination as to what they expect the service business to be in coming months. "Operators are going to take better care of their equipment, keep it in much better mechanical condition, and thus derive a fuller return on their investment than they have any time in the past," is Crummett's opinion.

Frank Fasone and **Frank Buccero** of Acme Amusement Co. concur with Messrs. Mason and Crummett in their opinion and add the fact that a general widening of operator activities is strongly indicated.

Says Buccero: "For the first time we are now adding candy bar vendors to our line of cigarette, marble table, phonograph, and miscellaneous vendors. We've taken on the Candy Man Machines and intend to both operate and distribute them.

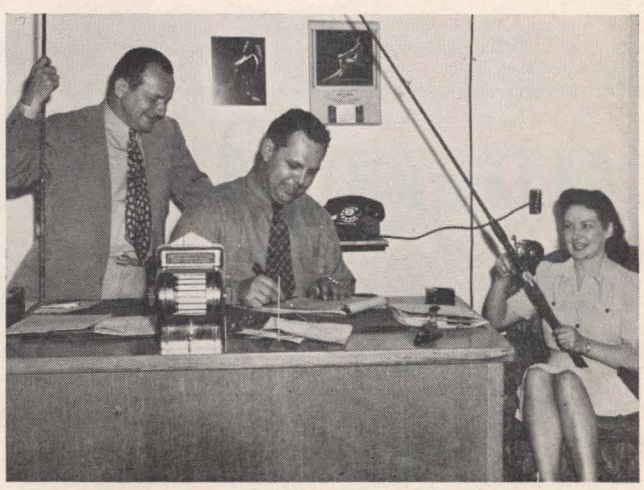
"Our largest interests have always been in the cigarette vending business. During the past two months we have had more locations call for machines than at any similar time in our history. They don't like to go down to the City Hall every week to get the City two-cents-per-pack stamps, they don't want their money tied up in either the stamps or the merchandise, they would rather not have to service the trade, many have had both the machines and counter sales and have found that the vendor gets the best volume."

In the amusement machine field stocks of new equipment do not yet appear to have felt curtailment of production that is more apparent in the case of the cigarette vendors and the phonographs.

Carl Hoelzel, United Amusement Co., reports that most operators began around the first of the year building large stocks of these Re-Play tables and consequently the dealers have kept very full inventories due to the rush of the market.

Carl, by the way, has developed a new interest that is attracting a lot of attention in local circles. He has purchased a 160

DECCA
All-Star Records



W. E. Simmons knows how to get the big orders for Packard Pla-Mors out of fishermen. He uses the fisherman's own rods and enlists the aid of said fisherman's wife. Here's the Packard Regional Sales Manager watching Jack Gutshall, of Esquire Music, Southern California Distributors for Packard, put it on the line for another fire thousand dollars for immediate delivery.

acre farm at Gardner, Kansas, and is now busy getting a new tractor and all the other equipment that goes with raising corn, wheat, oats, hay, stock and other products common to this area. Only a 29-mile drive from the front door of his United Amusement Company. Carl now has in a corn crop that he expects to fill his huge crib and plans to do some winter feeding of stock for market. Also a new barn is on the program.

Steve O'Hara who went from the United Amusement Co. to Chicago, recently to work for Bud Lieberman, is now back in town.

Russell Thomas is now at the helm at Cigarette Service, operating the "smoke" vendors over an extensive Missouri-Kansas area. With a staff of 20 men this is one of the largest operator outfits of its kind in the market.

Candy bar merchandising via vendors is still attracting strong attention from local operators. Confection Cabinet reports their best summer ever, and point out that new merchandising themes have made some summer months better than last year's cold months, which is some kind of a record.

G. L. Atkeson, General Vendor Manufacturing Co., President and Sales Manager, announces that his company is now preparing to launch nation-wide distribution of the firm's coin controlled vendor which clamps on top of regular Coca-Cola cooler boxes and other manual beverage vendors. Contrary to the practice by this market, General is giving the regular Coin Machine distributors first crack at distribution.

According to Atkeson, all areas are open with the exception of the Pacific Coast states and the Missouri-Kansas area.

Generally speaking, the tax picture as regards cigarettes remains unchanged. After a flurry in the State Legislature at Jefferson City, the representatives went home without taking final action which means that for some time, at least, the Kansas City tax will remain. Operators are still hopeful that an additional National Defense levy will be made and machines may be moved up in price to a standard 20 cents per pack. ◆

B. K. Anderson.

Don't Miss Out

ON THE

ANNUAL FALL SPECIAL

of

THE REVIEW

●

FINAL FORMS CLOSE SEPT. 6th

●

Prepare Your Copy NOW!

Shut Your Eyes . . Listen to Phono-Tel's New

De Luxe

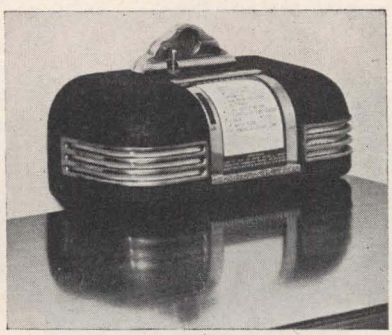
TOWER CABINET

Open Your Eyes and You're Bound to Look for Band and Singer!

Phono-Tel has achieved that lifelike tonal quality! And . . . this smartly-styled cabinet looks as good as it sounds! Its original design combines beauty with simplicity! Use the new DeLuxe Tower Cabinet in conjunction with Wired Music, Remote Control or as an auxiliary speaker. . . . These are only a few of the money-making highlights:

- Makes heads turn without being gaudy.
- Sophisticated beauty to blend with all types of locations.
- An in-the-flesh tone from speaker on top of cabinet.
- Clear illumination (molded plastic—not sheet.)

Clean House Today! Your Old Wired Music Cabinets Will Never Bring You the Money That Can Be Made by a DeLuxe Tower.



The De Luxe

BAR BOX

- You can use it with any Wired Music Installations.
- Passed the one year actual-operation-on-location test.
- Money-back guarantee!
- Beautifully illuminated!
- Only 4½ inches from bar to top of box!
- Dependably trouble-free!
- Only one person can talk at a time!
- Patents Pending!

PENNY-A-TUNE

The Penny Sensation of the Year—

BAR BOX

Here is a Bar Box of unusual beauty and attractiveness that may be used with any standard phonograph regardless of age or make. A penny deposited trips the mechanism in the phonograph, placed in any remote spot, kitchen, basement, back room, etc. Music then comes directly from the intimate speaker where the penny was inserted. Other customers may participate in the selection being played by depositing a penny in the unit before them . . . AND HEAR IN ADDITION the succeeding full length recording.

Thousands of PENNY-A-TUNE Bar Boxes are making small fortunes for operators throughout the country. Investigate the profit possibilities on penny music TODAY. Be the first in your territory with PENNY-A-TUNE.

INVESTIGATE TODAY — WRITE DIRECT TO

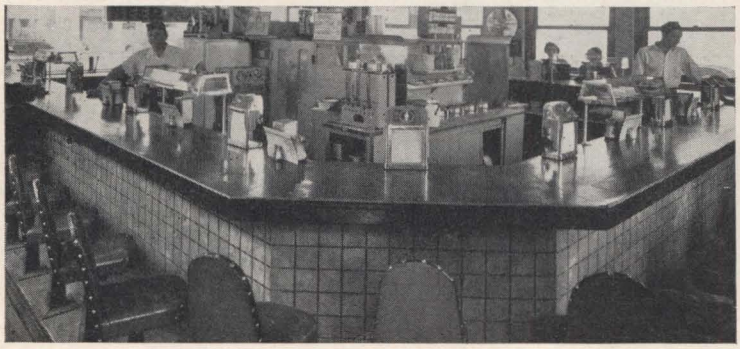
PHONO-TEL CO., Inc.

838 E. Jefferson St. ADams 3385 Los Angeles, Calif.

THE BIG SWING

New Buckley Wall Boxes Choice" Among Operators

Night Kitchen, Pico and Vermont, Los Angeles. A 14-box installation, averaging $50 per week.



Clarence Greenhouse Cafe, Venice, California. A 13-box Buckley installation by operator William Leuenhagen.

More and more operators—men who have used other types of wall and counter installations—are changing to Buckley! They have found through experience that Buckley installations earn MORE and require practically no service. Before you decide on any type of wall box installation, talk to your nearest Buckley distributor . . . find out why Buckley Wall Boxes are the "first choice" among operators everywhere . . . discover why Buckley offers you maximum revenue . . . minimum service!

WHAT LOCATION

"We have tried three other leading makes of wall boxes and had so much difficulty with them our receipts dropped off 40% a month. Within 3 weeks after installing Buckley, receipts increased sufficiently to cover the 40% loss and will undoubtedly continue to increase."—Banfield & Hecker, Owners Halfway House Tacoma-Seattle Highway.

WILLIAM

Pacific Coast District Sales

1157 POST ST., SAN FRANCISCO

METRO MUSIC COMPANY, 280 Golden Gate Ave., San Francisco
BAER MUSIC COMPANY, 850 East 14th St., Oakland, Calif.
AUBREY V. STEMLER, 807 S. W. 16th Ave., Portland, Oregon
W. BILL PARADISE, CREST NOVELTY CO.,
243-45 W. Trent Ave., Spokane, Wash.

TALK TO THESE LEADING OPERATORS

GEORGE WHEELOCK —
"I now have over 500 Buckley Boxes and I am buying more."

AL CARRIL —
"Take it from me, if you wish to satisfy your customers, put in Buckley."

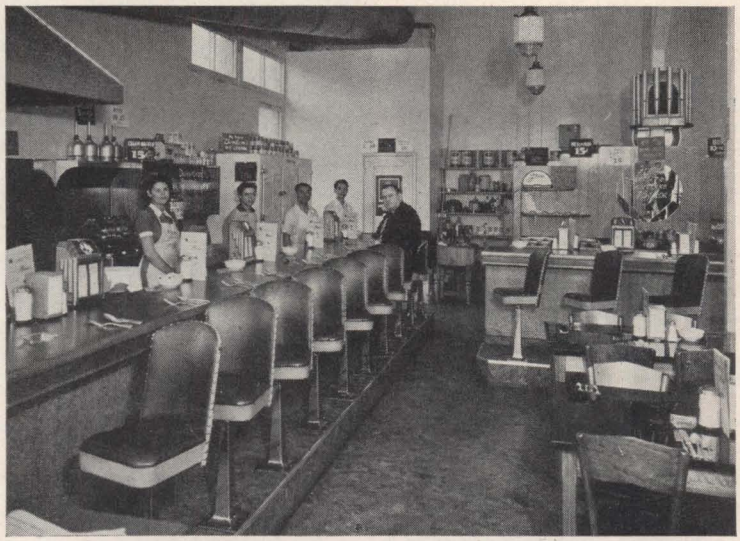
AL QUAST —
"I am more than pleased with the increase in revenue in my locations with Buckley."

IS TO BUCKLEY

Are Rapidly Becoming "First Everywhere . . . Read Why:

Your present phonograph equipment, regardless of age, make or model, may easily be converted into Buckley Music Systems, and the average cost is no more than a new phonograph. Brilliant Lumalight illumination . . . "cheat-proof" selector . . . 12, 16, 20, 24 and 32-record play with "touch-to-touch" action.

Why sacrifice a good portion of your profit each year in phonograph depreciation? Join the big swing to Buckley. Visit your nearest Buckley distributor, whose name appears below.



The attractive Modern Cafe, located in Fresno, California, a recent Buckley installation by Smiling "Bill" Hogan.

Pictured above, a Buckley installation in Del's Donut Shop in San Francisco by operator Johnny Ellis.

OWNERS SAY!

"Am very pleased with the Buckley Music System in our restaurant. The boxes are an asset to my business and have shown a tremendous increase in earnings over the ordinary phonograph. The system is absolutely trouble-free." Peter Athan, Night Kitchen, Pico and Vermont, Los Angeles.

CORCORAN

Manager for Buckley Music System

GRaystone 7878

HEBERLING BROS., 106 Elliott Ave., West, Seattle, Wash.
JOE H. BAKER, 154 N. First St., Fresno, Calif.
D. B. SCOTTO, 919 Tenth Street, Sacramento, Calif.
CHARLES A. ROBINSON, 1911 West Pico Blvd., Los Angeles
GENERAL MUSIC CO., 2277 West Pico Blvd., Los Angeles
1157 Post Street, San Francisco

ASK THEIR OPINION OF BUCKLEY!

CLEM STETSON —
"Have been buying Buckley Systems for over a year. There's nothing better on the market."

C. W. E. DUNCAN —
"I bought other makes of Wall Boxes, but Buckley is by far the best."

JIM ALLE —
"Operating over 500 Buckley Boxes has shown me that Buckley is the finest unit sold today."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Get The

"MOSTEST for the LEASTEST!"

This isn't an Amos and Andy routine! But that advice appeals to every one of us! You can take it . . . with a PLA-MOR! With Packard's Remote Control Selector you get Streamlined, Compact Beauty! A Rotor Selector Insuring Perfect Selection! Triple Action, Eliminating Straining, Shoving, Squinting! Dual Action For the First Time in a Booth Box! You get all this in PLA-MOR for the least possible amount of servicing . . . no emergency repair worries . . . and the minimum of current! See for yourself how to get the most for the least! I'll gladly show you a PLA-MOR!

Frank Todd

SOUTHWESTERN MUSIC COMPANY

P. O. Box 98

CARIZOZO, NEW MEXICO

Gutshall Praises Modern Music

LOS ANGELES—"I don't know what is needed to make music a good number, but whatever it is, a lot of composers must have it these days," says Jack Gutshall of Esquire Music Co. "I've never seen business boom the way it has with Packard PLA-MOR these last few weeks. Everyone seems to have a favorite number they want to play over and over again!"

Jack says the listening is equally divided between bar, booth and wall boxes and console speakers. "Packard has had some mighty prosperous and happy days," he declares, "but PLA-MOR has never done just that quite so often as it is doing it now! And it isn't only the youngsters who drop their nickels in the music boxes—it's surprising how many, many older folks are responsible for PLA-MOR's tremendous success. What's more, Esquire Music Co. isn't going to be caught napping—we're ready at all times to take care of the business that success means." ◆

Sage Twice Record Breaker

HOUSTON, Texas — The sales record in Southern and Southwest Territory for Seeburg salesmen and the previous record for proud fathers were both recently broken by A. A. Sage, Seeburg salesman of Houston Electro Ball office.

Three cash prizes were awarded, one every ten days, for closed business in the Seeburg contest — and Sage won all three of them!

And, when he became the father of a son, Charles Arthur, weight 10½ pounds, July 19, he was 'way out in front of all other proud fathers visiting the same hospital! ◆

* * *

"Do you kiss strange men?"

"No, I wait till they get familiar."

Woody Herman - - only on

D E C C A

Wurgler Named Wurlitzer Credit Manager

NORTH TONAWANDA, NEW YORK—E. R. Wurgler, well known throughout the Automatic Phonograph Industry, has been appointed Credit and Collection Manager of the North Tonawanda Division, the Rudolph Wurlitzer Company.

In announcing the appointment, Carl E. Johnson, vice-president, said, "Ed's experience and training over a period of many years in this industry particularly qualify him for his new responsibilities."

Wurgler succeeds William P. Bolles, whose resignation became effective July 15th. ◆

Parkoff Wins Seeburg Prize

NEW YORK—Great Challenges of History! Douglas challenged Lincoln to a series of debates . . . the future president was victor! Joe Louis challenged Carnera . . . now look who is champion of the world! The tyrant Ming challenged Flash Gordon . . . the winner? What, don't you read the funny papers?

But it took Meyer Parkoff of Modern Vending Co. to change the routine of challengers losing! At the Coin Machine Convention last January, Meyer up and challenged Sam Kresberg, Eastern District Manager of the J. P. Seeburg Corporation. Quoth Meyer: "My Modern Vending Co. will wind up by July 1, 1941 with the largest sales volume it has ever had in the history of coin machine business . . . selling your products!"

Somehow a Chevrolet Sedan got in there as a leading character in this sales drama. By July 1 it was being presented Parkoff by Kresberg because Modern out-distanced all sales records for Seeburg phonographs and accessories during a six months' period. Coin machine history was made.

Does Sam mind? Well, he's in on a new challenge deal for the remainder of 1941. Rumors are that an airplane may hold the same place of importance the Chevrolet held six months ago. Sam wins either way you figure it but Meyer doesn't mind, he doesn't have time . . . too busy selling! ◆

Wisler Announces Headquarters

PHOENIX, Ariz. — Climaxing a successful record of sales in Western territory, Ed Wisler announces his new and permanent headquarters at 1446 East McKinley Street.

Wisler, formerly at the Adams Hotel, is Packard District Manager for Southern Nevada, Arizona, and New Mexico.

Taking time out from the rush of business, he did a little forecasting, saying, "All the operators are very optimistic as to the outlook of the future, for business in Arizona and New Mexico territory is holding up way above normal." ◆

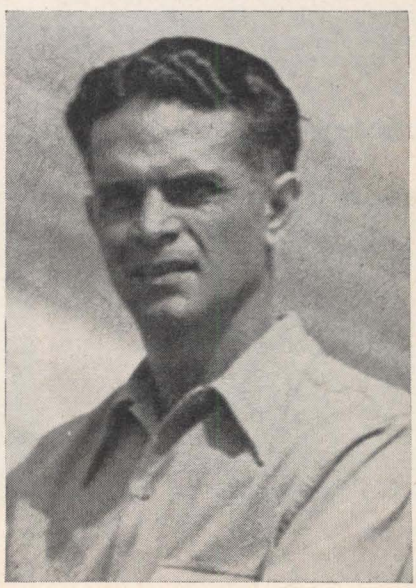
WHEN DO NICKELS

TURN TO DOLLARS ?

There's Nothing Counterfeit in the Answer! . . . When YOU Have a Packard PLA-MOR Remote Control Selector!

PLA-MOR takes in nickels quickly and gives out service consistently! The nickels start when the public catches sight of the small, compact, streamlined machine with easy-to-handle knobs and just titles, no numbers, for selections! Location owners join the popularity parade when they get used to the machine working steadily away without demanding emergency attention.

PLA-MOR proves itself Ace High time after time! I'll gladly tell you more about PLA-MOR Dollars and Service!



Ben B. Ginsberg

GINSBERG MUSIC CO.

Roswell, New Mexico

(205 North Main Street)

FIRST AID— BY PREVENTION

By R. SPENCER
Secretary-Manager of Automatic Music Merchants Association, Inc.

The proverbial Ounce of Prevention being worth a Pound of Cure, this Association has been able in the last eight or nine months to cooperate with the Councils of different small communities, regarding the licensing of phonographs and personal property assessments, to the effect that in some cases a decision has been postponed on passing a license tax.

In 90% of the cases, the gentlemen who are charged with the law enforcement of these licenses, have co-operated with the Association. In our surrounding territory, outside the City of San Francisco, the licensing of phonographs is not being passed in order to give the Association time to present its side of the question.

The District Attorneys and Council members readily lend a listening ear to the actual figures on the income from phonographs. When facts and figures are presented, they come to realize that many articles they have read by columnists have given them an entirely false picture of the business . . . and many periodicals that are not too well informed on the subject, have painted too rosy a picture of the income from these machines.

Another First Aid measure adopted along a different line are the telegrams copied below, which are self-explanatory:

(Dated July 3, 1941)

"To Representative Cooper of Tennessee,

Chairman of the Tax Sub-Committee, House Ways and Means Committee, Washington, D. C.

In behalf of the members of this Association, could you clarify statement in this morning's San Francisco Examiner, that a twenty-five dollar annual impost on coin-operated machines would also apply to phonographs. A license on phonographs which we feel are beneficial to a great extent to the public in a crisis of this kind, will undoubtedly bankrupt 70% of the phonograph operators in our territory. Please reply at your earliest convenience.

(Signed) AUTOMATIC MUSIC MERCHANTS ASSOCIATION, Inc.
By R. Spencer."

(Dated July 3, 1941, 3 p.m.)

"To R. Spencer,

Automatic Music Merchants Association,

San Francisco, Calif.

Telegram received and my opinion is that phonograph machines would be exempted from proposed tax.

(Signed) Jere Cooper,
Member of Congress."

This information is passed on to all Associations interested, with the suggestion that the issue be kept alive, in order that responsible Government officials may be constantly reminded of the value of music on the morale of the people . . . through the co-operation of phonograph operators and their many locations throughout the length and breadth of this land.

The above examples of First Aid by Prevention calls the attention of every phonograph operator to the constant watchfulness of the Association, and emphasizes once again the importance of every man in the business belonging to the Association and giving it his whole-hearted support. ◆

Music Boxes In Warner Bros. Movie

HOLLYWOOD—Coin operated music machines will play a part in a new Warner Brothers motion picture. Tentatively titled "Juke Box Girl," the screen story will be presented under another title. Casting is not yet in order although there is a possibility the dramatic Ida Lupino may be the feminine lead.

The tale takes place in Florida's Everglades and recounts the efforts of two men to claim places in the world for themselves, as farmer and produce man. Since music machines supply all music for Florida migrants and nickels bring workers their amusement at the end of a day, the machines will be featured in the picture. ◆

The "Hit Tune of the Year" That's Never Played Too Often!

Location owners never get tired of the PLA-MOR tune! Not a sour note in the song of nickels dancing day in and day out! Packard's Remote Control Selector, the PLA-MOR, has eye appeal . . . streamlined, satin chrome finish! Fun to play . . . rotor selector insuring perfect selection, indirect title strip lighting and famous triple action preventing straining, shoving, squinting!

Plenty of profit! PLA-MOR gives steady, dependable service . . . no heavy repair bills! If you want to make bigger profits quickly, I'll gladly tell you all about PLA-MOR!

OSBORN DISTRIBUTING CO.
545 Second Street
SAN FRANCISCO, CALIF.

You Don't Have to Hire A Nurse . . . .

When you buy PLA-MOR! This trim, smart, compact Remote Selector of Packard's works like a little demon day in and day out salting down the nickels. But it doesn't demand constant treatment. It gives service instead of requiring it! PLA-MOR is a money-maker if ever there was one. The public just naturally goes for it! Satin Chrome Finish! Easy Selection . . . No Number Hunting For Titles! Selector Knobs For a Firmer Grip! Less Upkeep . . . More Intake! Want bigger profits? Get acquainted with PLA-MOR! I'll gladly introduce you at your convenience!

See W. H. Smith at

Smith's Automatic Phonograph Co.
1056 CHEHALIS AVE. CHEHALIS, WASHINGTON

The Casa Loma - - only on
D E C C A

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

RECORDS

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

3½★ 11234 Mitchell Ayres
GOOD BYE, DEAR, I'LL BE BACK IN A YEAR (FT VC)
AT THE OLD TOWN HALL (FT VC)

4★ 11233 Dinah Shores
YOU AND I (V)
ON A BICYCLE BUILT FOR TWO (V)

2★ 11232 Teddy Powell
I SEE A MILLION PEOPLE (FT VC)
JUNGLE BOOGIE (FT)

3★ 11231 Tony Pastor
I FOUND YOU IN THE RAIN (FT VC)
$21 A DAY—ONCE A MONTH (FT VC)

3½★ 11230 Glenn Miller
I KNOW WHY (FT VC)
CHATTANOOGA CHOO CHOO (FT VC)

3★ 11229 Freddy Martin
YOU'LL NEVER REMEMBER (FT VC)
RANCHO PILLOW (Rhumba)

3★ 11228 Dick Todd
SHEPHERD SERENADE (V)
DON'T LET JULIA FOOL YA (Vocadance)

2½★ 11227 Bob Chester
IT'S SO PEACEFUL IN THE COUNTRY (FT VC)
THERE GOES THAT SONG AGAIN (FT VC)

2½★ 8753 Montana Slim
IT'S GREAT TO BE BACK IN THE SADDLE AGAIN (HB V)
CALL OF THE RANGE (HB V)

3½★ 11226 Benny Goodman
CHANGES (FT)
RUSSIAN LULLABY (FT)

4★ 11225 Shep Fields
DON'T BLAME ME (FT)
HUNGARIAN DANCE No. 5 (FT)

3★ 11224 Larry Clinton
TENEMENT SYMPHONY (FT VC)
COMIN' THRU THE RYE (FT)

4★ 11223 Charlie Barnet
WASN'T IT YOU? (FT VC)
BE FAIR (FT VC)

2★ 11222 "Fats" Waller
TWENTY-FOUR ROBBERS (FT VC)
DO YOU HAVE TO GO? (FT VC)

4★ 11221 Vaughn Monroe
LOVE ME A LITTLE LITTLE (FT VC)
SLEEPY SERENADE (FT VC)

3★ 11220 Joan Merrill
IS THAT GOOD? (V)
YESTERDAY (V)

2½★ 11219 Glenn Miller
UNDER BLUE CANADIAN SKIES (FT VC)
ADIOS (FT)

2★ 8747 Bill Boyd
DON'T LET THE BARREL GO DRY—Polka (VC)
THEY'RE GOO-GOO-GA-GA-GOOFY OVER GOBS (FT VC)

4★ 11211 Freddy Martin
WHY DON'T WE DO THIS MORE OFTEN? (FT VR)
PIANO CONCERTO IN B FLAT (FT)

2★ 11210 Les Hite
T-BONE BLUES (FT)
THAT'S THE LICK (FT)

3★ 11207 Vaughn Monroe
A ROSE AND A PRAYER (FT VR)
THE WORM WHO LOVED THE LITTLE 'TATER-BUG (FT VR)

3★ 11206 Shep Fields
HABANERA (FT)
YOU'RE BLASE (FT VR)

4★ 11204 Dinah Shore
JIM (V)
I'M THROUGH WITH LOVE (V)

4★ 11203 Glenn Miller
PEEKABOO TO YOU (FT VR)
CRADLE SONG (FT VR)

2½★ 11218 Erskine Hawkins
NIGHT AFTER NIGHT (FT VR)
SHIPYARD RAMBLE (FT)

3★ 11217 Deep River Boys
UTT DA ZAY
I WISH I HAD DIED IN MY CRADLE

3½★ 11216 Alvino Rey
IN THE HALL OF THE MOUNTAIN KING (FT)
HARBOR DREAMS (FT VR)

4★ 11215 Glenn Miller
YOU AND I (FT VR)
THE ANGELS CAME THRU (FT VR)

3½★ 11214 Sonny Dunham
LAMENT TO LOVE (FT VR)
DOWN, DOWN, DOWN (FT VR)

3½★ 11213 Teddy Powell
JIM (FT VR)
STEADY TEDDY (FT)

4★ 11212 Dick Todd
SAY IT ISN'T SO (V)
I WONDER WHAT'S BECOME OF SALLY (V)

2½★ 11205 Mitchell Ayres
MEXICALI-OOMPH! (Rumba VR)
THE DAUGHTER OF JEANIE (FT VR)

COLUMBIA

4★ 36253 Kay Kyser
I'VE BEEN DRAFTED (FT VC)
WHY DON'T WE DO THIS MORE OFTEN? (FT VC)

2½★ 36248 Ray McKinley
ALL THAT MEAT AND NO POTATOES (FT VC)
GET THEE BEHIND ME, SATAN (FT VC)

4★ 36246 Harry James
IT'S SO PEACEFUL IN THE VALLEY (FT VC)
YES, INDEED (FT VC)

3★ 36245 Horace Heidt
SEVEN YEARS WITH THE WRONG LEADER (FT)
WHERE IS OUR LOVE? (FT VC)

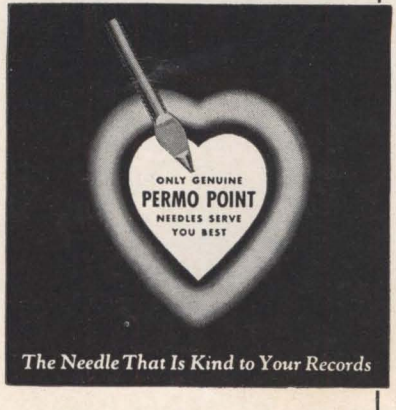
Jimmy Dorsey - - - only on
DECCA

The only needle ever used by all manufacturers of coin operated phonographs as standard equipment

2000 PERFECT PLAYS

The only needle recommended and sold by all leading record companies' branches and distributors.

The world's oldest and largest manufacturers of Long Life Phonograph Needles. Twelve years of uninterrupted leadership.



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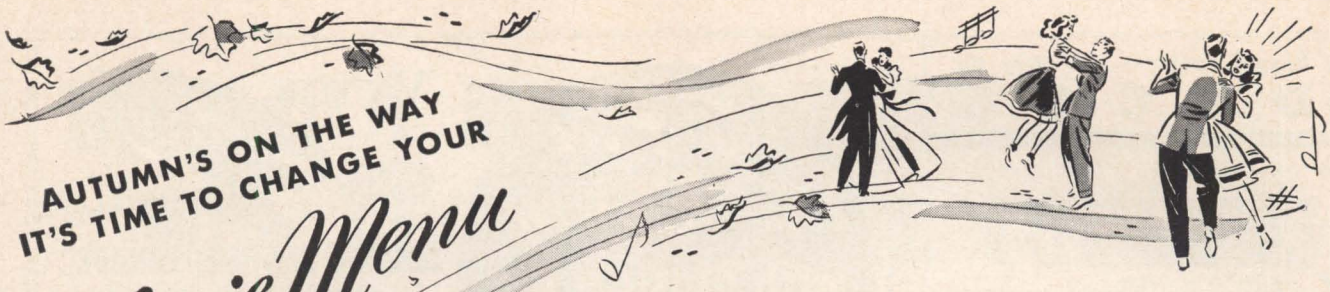

AUTUMN'S ON THE WAY
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Music Menu

STOCK UP WITH THE HIT TUNES FOR THE HOMECOMING CROWD!

Give the vacationers coming back from their summer holidays a lively welcome. Check up on your machine right now and change over to a fresh, sparkling repertoire of brand new tunes by the Victor-Bluebird hit makers! These big-time bands and entertainers perform the kind of music your customers like to hear, in the way they'll pay to hear it! Make your selections now, from the latest Victor-Bluebird lists and get set for a big fall season.

The Big Name, Nickel-Nabbing Bands are on

Victor and *Bluebird Records*

COIN MACHINE REVIEW
51
FOR AUGUST 1941

ON VICTOR RECORDS

27516—Blue Danube Waltz
*Time and Time Again
Wayne King and his Orchestra

27508—*Neiani; *This Love of Mine
Tommy Dorsey and his Orchestra

27510—Bach to Boogie; Narcissus
Larry Clinton and his Orchestra

27498—*A Rose and a Prayer
*Harbor of Dreams
Sammy Kaye and his Orchestra

27499—Georgia on My Mind
Why Shouldn't I?
Artie Shaw and his Orchestra

27501—*All Alone and Lonely
*Green Eyes
Art Jarrett and his Orchestra

For up-to-the-minute information on the newest Victor-Bluebird hits, see the latest issue of the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list . . . Order RCA Victor Permo-Point Needles from your RCA Victor distributor today. In Canada, contact RCA Victor Company, Ltd., Montreal.

*Vocal Refrain

HERE ARE SOME RECOMMENDED COIN CATCHERS

ON BLUEBIRD RECORDS

B-11219—Adios;
*Under Blue Canadian Skies
Glenn Miller and his Orchestra

B-11209—Love Me a Little Little—Vocadance; Sand in My Shoes—Vocadance
The Four King Sisters with the Rhythm "Reys"

B-11204—"Jim"; I'm Through with Love
Dinah Shore with Orchestra

B-11211—Piano Concerto in B Flat
*Why Don't We Do This More Often?
Freddy Martin and his Orchestra

B-11216—In the Hall of the Mountain King; *Harbor of Dreams
Alvino Rey and his Orchestra

B-11205—*Mexicali-Oomph!—Beguine Rumba; *The Daughter of Jeanie (With the Light Brown Hair)
Mitchell Ayres and his Fashions-in-Music

*Vocal Refrain

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4★ 36244 Kay Kyser
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THE COWBOY SERENADE (FT VC)

3½★ 36231 Will Bradley
BOOGIE WOOGLIE PIGGY (FT VC)
LOVE ME A LITTLE (FT VC)

3★ 36230 Xavier Cugat
RHUMBA RHAPSODY (Rhumba—V)
IS IT TABOO? (Bolero)

4★ 36228 Kay Kyser
ARMS FOR THE LOVE OF AMERICA (FT VC)
ANY BONDS TODAY? (FT VC)

4★ 36227 Horace Heidt (Theme Song)
I'LL LOVE YOU IN MY DREAMS (FT VC)
Orrin Tucker (Theme Song)
DRIFTING AND DREAMING (FT VC)

3★ 36226 Harry James (Theme Song)
CIRIBIRIBIN (FT)
Raymond Scott (Theme Song)
PRETTY LITTLE PETTICOAT (FT)

4★ 36225 Kay Kyser (Theme Song)
(I'VE GROWN SO LONESOME) THINKING OF YOU (FT VC)
Will Bradley (Theme Song)
THINK OF ME (FT VC)

4★ 36224 Benny Goodman (Theme Song)
LET'S DANCE (FT)
Eddy Duchin (Theme Song)
MY TWILIGHT DREAM (FT VC)

4★ 36222 Harry James
DODGERS' FAN DANCE (FT)
LAMENT TO LOVE (FT VC)

3★ 36221 Eddy Duchin
TIME WAS (FT VC)
STARLIGHT, STARBRIGHT (FT VC)

3★ 36220 Kate Smith
DON'T CRY, CHERIE (V)
WILL YOU STILL BE MINE? (V)

3★ 36219 Benny Goodman
DOWN, DOWN, DOWN (FT VC)
SOFT AS SPRING (FT VC)

Columbia
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Tommy Dorsey
27380—Take the A Train
Duke Ellington
27391—Daddy
Sammy Kaye
27508—Neiani
Tommy Dorsey

BLUEBIRD
11211—Piano Concerto in B Flat
Freddy Martin
11219—Adios
Glenn Miller
11205—Daughter of Jeanie
Mitchell Ayres
11171—Daddy
Joan Merrill

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SAN FRANCISCO . . . . 70 Tenth Street

DECCA

3★ 3892 Jimmie Lunceford
PEACE AND LOVE FOR ALL (FT VC)
BLUE PRELUDE (FT VC)

2½★ 3891 Bobby Byrne
YOU STARTED SOMETHING (FT VC)
DOWN, DOWN, DOWN (FT VC)

3★ 3888 Mildred Bailey
EV'RYTHING DEPENDS ON YOU (V)
ALL TOO SOON (V)

4★ 3887 Bing Crosby
PALE MOON (V)
WHO CALLS? (V)

4★ 3886 Bing Crosby
'TIL REVEILLE (V)
MY OLD KENTUCKY HOME (V)

4★ 3875 Glen Gray
WOODLAND SYMPHONY (INSTR FT)
SWING TONIC ((INSTR FT)

3½★ 3874 Woody Herman
LOVELINESS AND LOVE (FT VC)
DON'T CRY, CHERIE (FT VC)

3★ 5962 Red Foley
A ROSE AND A PRAYER (V)
I AIN'T LAZY, I'M JUST DREAMIN' (V)

2½★ 5961 Cliff Bruner
THE SUN HAS GONE DOWN ON OUR LOVE (V)
LET ME SMILE MY LAST SMILE AT YOU (V)

3½★ 3859 Jimmy Dorsey
TIME WAS (FT VC)
ISLE OF PINE (FT VC)

3★ 3857 Tony Martin
FLAMINGO (V)
WHERE IN THE WORLD (V)

4★ 3856 Bing Crosby
BE HONEST WITH ME (V)
GOOD-BYE, LITTLE DARLIN', GOOD-BYE (V)

OKEH

2★ 6292 The Charioteers
WRAP YOUR TROUBLES IN DREAMS (V)
I HEARD OF A CITY CALLED HEAVEN (V)

3★ 6291 Charlie Spivak
WHAT WORD IS SWEETER THAN SWEETHEART (FT VC)
IT'S SO PEACEFUL IN THE COUNTRY (FT VC)

3★ 6290 Tommy Tucker
THE RELUCTANT DRAGON (FT VC)
YES, INDEED! (FT VC)

3★ 6289 Dick Jurgens
YOU AND I (FT VC)
STARLIGHT, STARBRIGHT (FT VC)

3★ 6282 Ginny Sims
YOU'RE THE MOMENT OF A LIFETIME (V)
KISS THE BOYS GOODBYE (V)

2★ 6281 Red Allen
OL' MAN RIVER (FT VC)
K. K. BOOGIE (FT)

2½★ 6280 Charles Spivak
THE ANGELS CAME THRU (FT VC)
A ROSE AND A PRAYER (FT VC)

Guy Lombardo - - only on
D E C C A

2½★ 6278 Gene Krupa
AFTER YOU'VE GONE (FT)
KICK IT (FT VC)

2½★ 6269 Tiny Hill
SWEET AS HONEY (FT VC)
DANCE AND STAY YOUNG (W VC)

3★ 6268 Tommy Tucker (FT VC)
KISS THE BOYS GOODBYE (FT VC)
TATTLETALE (FT VC)

2½★ 6267 Count Basie
TUNE TOWN SHUFFLE (FT)
YOU LIED TO ME (FT VC)

3★ 6266 Gene Krupa
THE COWBOY SERENADE (FT VC)
'TIL REVEILLE (FT VC)

VICTOR

2½★ 27530 Chucho Martinez Gil
AMOR (Bolero—V—Spanish)
CAUTIVO (Bolero—V—Spanish)

2★ 27529 Lionel Hampton
NOW THAT YOU'RE MINE (FT VC)
CHASIN' WITH CHASE (FT)

3★ 27528 Barry Wood
THE COWBOY SERENADE (V)
HARBOR OF DREAMS (Vocadance)

3★ 27527 Art Jarrett
SHEPHERD SERENADE (FT VC)
FOOLISH (FT VC)

3★ 27526 Tommy Dorsey
I GUESS I'LL HAVE TO DREAM THE REST (FT VC)
LOOSE LID SPECIAL (FT)

2★ 27531 Duke Ellington
I GOT IT BAD AND THAT AIN'T GOOD (FT VC)
CHOCOLATE SHAKE (FT V)

4★ 27516 Wayne King
BLUE DANUBE—Waltz
TIME AND TIME AGAIN (FT VC)

2½★ 27515 Jan Savitt
LOVE'S GOT NOTHIN' ON ME (FT VC)
WHEN THE SUN COMES OUT (FT VC)

2★ 27514 Sammy Kaye
UNDER BLUE CANADIAN SKIES (FT VC)
THE WIND BLOWS FREE (FT VC)

2★ 27513 Tito Guizar
TIME WAS (Spanish) (V)
QERIDA (V)

2★ 27503 Oscar De La Rosa
DAME DE TUS ROSAS (Bolero VR)
SENSEMAYA (Conga VR)

3★ 27502 Duke Ellington
BAKIFF (FT)
THE GIDDYBUG GALLOP (FT)

3½★ 27501 Art Jarrett
ALL ALONE AND LONELY (FT VR)
GREEN EYES (FT VR)

2★ 27500 Jean Sablon
I'M MISUNDERSTOOD (V)
SUR LES QUAIS DU VIEUX PARIS (V)

(Turn to Page 54)

1 TO 12, 25C EA. - 13 TO 99, 23C EA. - 100 UP, 20C EA.
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New prices on Miracle Point Needles effective August 1st.
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SAN FRANCISCO, CALIF.

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4★ 27499 Artie Shaw
GEORGIA ON MY MIND (FT)
WHY SHOULDN'T I (FT)

3★ 27498 Sammy Kaye
A ROSE AND A PRAYER (FT VR)
HARBOR OF DREAMS (FT VR)

3★ 27512 Jan Savitt
TATTLE-TALE (FT VR)
KEEP COOL, FOOL (FT VR)

3★ 27511 Wayne King
'TIL REVEILLE (FT VR)
DAWN (FT)

3★ 27510 Larry Clinton
BACH TO BOOGIE (FT)
NARCISSUS (FT)

3★ 27509 Artie Shaw
LOVE ME A LITTLE LITTLE (FT VR)
DON'T TAKE YOUR LOVE FROM ME (FT VR)

3½★ 27508 Tommy Dorsey
NEIANI (FT VR)
THIS LOVE OF MINE (FT VR)

3★ 27488 Feliciano Brunelli
TOMMY'S MUSTACHE (VR)
LET'S DANCE THE CONGA (Conga VR)

Buckley Music Entertains Draftees

CHICAGO—Many of the military camps in the Southeast section of the country have brought new men and new business to the Buckley Music System, according to Les Purington, Southeastern District Sales Manager, who recently visited Chicago. In separate interviews, Purington and F. H. Parsons, vice-president of Buckley, both reported the same facts: "Business is going at top speed," Parsons' statement coming after a tour of the Southwest.

Purington declared, "I find that I am like the other district men in that the distributors in my territory are putting the systems into locations just as soon as shipments come into their shops. Operators up and down the Atlantic Coast States now have many Buckley Illuminated Music Systems working for them."

Buckley's vice-president, Parsons, who toured the Southwest for the purpose of paying friendly visits to distributors and offering suggestions to facilitate the handling of business with the factory, stated, "As far as I can see, business conditions in our line of music machines are the same in every town, are on the increase and, by the close of this year, we ought to have one of the best years we have had in some time." ◆

Here is pictured the first installation of the new Seeburg 5-10-25c Bar-O-Matic Bar Box in the West. Operator Eddie Andary made the installation in the Deer Lodge Cafe on Highway 99 in Pomona, Calif. Eddie reports the reception terrific and the "take" more than satisfactory.

Location Thrilled With First Seeburg Bar Box

POMONA, Calif.—The first installation of the new Seeburg 5-10-25c Bar-O-Matic Bar Box was made here recently at the Deer Lodge Cafe on Highway 99 by Operator Eddie Andary.

Mr. and Mrs. Harris, owners of the Deer Lodge, strictly adhere to a policy of serving their patrons with only the best of everything. Their thoughts run the same way in music, and they were thrilled beyond words when Andary installed the new Bar-O-Matic in connection with the Seeburg phonograph in their establishment.

Harris stated: "We are certainly pleased with the new Bar Boxes and our patrons consider them a definite convenience. Our gross revenue on the music installation has increased considerably since the new boxes were installed by Andary." ◆

Parr Pays Tribute To Coin Music

SAN FRANCISCO—The important part that a music machine plays in everyday life, just by being there when you want it, is one of those things you don't realize until an emergency takes it away, according to Bud Parr of General Music Co.

"I've watched the boys on leave from Army camps around coin-operated phonographs," he states, "and they really seem tune-hungry—as though they were trying to make up for all the listening they'd been missing!"

Bud claims "Buckley Music Systems are really going strong. If I heard the success story in just a few places, I might think it was the old law of averages going to work. But wherever any of us from General Music Co. go, we hear the same, good news about Buckley's great popularity. It seems that the Buckley Wall Box Music Systems just gather momentum as they go along! And that means Good Business in capital letters!" ◆

Phono-Tel Makes Public Interested

LOS ANGELES — Californians enjoy looking at as well as listening to music machines, according to Bob Stark of Phono-Tel Co., Inc. Bob is amused by the number of inquiries that have been tossed by Phono-Tel listeners across the counters of their favorite restaurants concerning the appealing blonde on the front of the Deluxe Tower Cabinet.

"Is she a professional model?" "A Los Angeles girl?" "In the movies?" are just a few of the "wonderings." But, says Stark, as far as the public is concerned she'll have to just be the Phono-Tel Girl.

There is no question at all about the enthusiastic reception of Deluxe Tower Cabinet, Deluxe Bar Box and the famous penny music box of Phono-Tel, according to Stark. "I guess the public is just music mad," he says. ◆

The Chosen Leader
IN REMOTE CONTROL!
it's
PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

The Leader because it is the Selective Remote Control designed with the public in mind. It's the Unit that provides "Dual Action" in a booth, a customer convenience never before achieved in a booth box. It's the Unit that has "Triple Action" on a bar, eliminating straining, shoving and squinting. The player in front of the box and the one sitting on each side can play with minimum exertion.
Hundreds of thousands of nickels clicking away in thousands of PLA-MOR Units from Coast-to-Coast attest to the fact that here most certainly is THE LEADER in Selective Remote Controls.
We'll be glad to give you full particulars!

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Jimmy Lunceford - - only on
DECCA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

For seekers of good times there is only one answer in Torrance, Calif., and that is Vurpillat's Cafe. Recent installation of a Wurlitzer 850 has proved a smart move according to the management.

At Tracy's Red Meadow in Helena, Montana, the Wurlitzer 750 is just as popular as in every other part of the country. Ely and Murry, livewire operators, made the installation and according to them this has been a tremendous Wurlitzer year in Montana with Victory models going in everywhere.

Ernie Brennan, popular manager of the San Francisco office of the General Music Co.

Ernie Takes S. F. and Vice-Versa

SAN FRANCISCO—Like a duck takes to water, like a Hebrew takes to gefulte fish, like an Irishman takes to Irish stew, Ernie Brennan has taken to San Francisco.

Ernie, if you didn't know, is San Francisco manager for Bud Parr's General Music Co., and a personable lad he is, too. Ye should come hither and meet him if ye 'ave missed that opportunity.

All joking aside, though, Ernie is sold on San Francisco and the operators in the Bay district. They've given him a maximum of co-operation and Ernie intends to pay them back a million fold.

Outside of handling Buckley Music System sales, Brennan is doing a good job with reconditioned phonographs.

Simmons Back From Eastern Trip

HOLLYWOOD—W. E. Simmons, Packard Regional Manager in the West, returned to his Hollywood office the first of August after a three week visit in the middle West during which time he visited the Packard plant in Indianapolis, Indiana.

"Things are humming at the plant," stated Simmons, "and orders are being filled as rapidly as materials become available."

Corcoran Adds Paradise On Buckley

SAN FRANCISCO—Announcement was made by William Corcoran, Pacific Coast Sales District Manager for Buckley Music System, Inc., that W. "Bill" Paradise, of the Crest Novelty Co., 43-45 W. Trent Ave., Spokane, Wash., has been appointed distributor for Eastern Washington.

Bill Paradise, well known among operators throughout the Spokane area, has served as a distributor for other products during the past five years in that region. According to Corcoran, Paradise first became familiar with the merit of the Buckley Music Systems after installing the system in two locations through the Portland distributor, Aubrey V. Stemler. Collections showed an immediate upturn and Paradise then applied to Corcoran for the distributorship franchise in Eastern Washington. An efficient and well-equipped service department is maintained at his headquarters in Spokane, and because of this fact, together with his wide acquaintance with operators throughout the Spokane area, it is predicted that Paradise will do a bang-up job in keeping operators Buckley conscious.

Commenting on general Buckley business, Corcoran stated: "Every month shows a substantial increase in the business of our distributors in the five Western States, California, Washington, Oregon, Nevada and Arizona. We are particularly proud of the fact that whenever we make a test installation for an operator, it invariably results in a number of additional installations in his other locations. It is apparent after talking with scores of operators throughout the West and those contacted by me during my recent trip East, that the strongest group of Buckley boosters is composed of those who have had experience with other counter and wall box installations. This is a high tribute to the engineering staff of Pat Buckley, which has been successful in designing a wall box that is virtually trouble-free."

Corcoran stated that all distributors now have ample stocks of the 1941 wall boxes and the line of Buckley accessories.

Annual Bally Picnic Planned

CHICAGO—Against a patriotic decorative background, Bally Manufacturing Co. employees will meet at Harms Park Saturday, August 23, for their annual picnic.

John Simonsis, chairman of the picnic committee, announces "Games and contests, with valuable prizes being awarded, will feature the program."

Al Marney's WGN Music Masters will play for dancing.

A corner of the beautiful showrooms of Fred S. Neuman's Rex Vending Co. in San Francisco, showing the display of Rock-Ola Tone Columns which Rex distributes in Northern California.

AT LAST . . . AN ADDRESS and NAME TO REMEMBER . . .

where PACKARD PLA-MOR equipment can be purchased IMMEDIATELY from skilled representatives capable of assisting the operator to make the most out of his operations.

Through years and years of experience in the music business and actual contact with all types of remote controls we have selected PACKARD PLA-MOR because we firmly believe it is the best dollar for dollar buy on the market today.

To you operators who have problems of service and insufficient profit for your investment, we cordially invite you to let us show you with an unbiased cross section of what we know to be true in the music business. The latch string is out and we assure you of no high pressuring.

HART MUSIC CO.

3140 Elliott Ave. **Seattle, Washington**

PHILADELPHIA

PHILADELPHIA—Plans for Fall business meetings, Summer weddings and company expansions feature this month's Quaker City news.

Frank Hammond, working busily away, has taken time out to announce that the Phonograph Operators' Association will resume regular weekly meetings in September.

The Philadelphia operation of Panoram Soundies has officially begun with a hub formation comprising **Ed "Tippy" Klein,** Premier Music Co. head and local distributor for Mills Music Machines; **William Helriegel, Jr.,** boss of Keystone Novelty and Manufacturing Co., territorial Mills' wholesaler, and **Sammy Weinstein,** Mutual Music Machines executive. The Philadelphia Panoram Co. has headquarters and display service and has key-spotted machines all over the city.

Harry Elkins, the Phonograph Operators' secretary, long noted for his cooperation with his competitors in the trade, has sold out his record shop and will center all future activity on operation of his large routes.

George Levin, of the Down Town Record Shop, is now boasting of the largest record stock in that section.

Henry Margolis is still looking for a place to stock all those records he buys for his machines.

A double-dose of congratulations is due **Paul Knowles,** Raymond Rosen Co., for his unanimous selection by members of the Phonograph Operators' Association as the city's most co-operative inside salesman and his appointment as Rosen's chain store salesman.

Operator **Hugh Genet** is back on the street again, after recuperating from an appendectomy at the Northern Liberties Hospital.

As a music tip, it isn't always a 1941 tune that is a "catchy" tune. Local operators pass along the story that many nickels are being attracted by the playing of old-time popular music along modern lines by an important vocalist or orchestra.

Looking in on the newly-marrieds, we find swell-guy **Herb Hendler,** editor of the RCA Manufacturing Co.'s publication, "Phonographic," and the popular sheet, "His Master's Voice," about to join that group. Herb will marry charming Florence Shore of the Hedgerow theatrical group on August 17.

Sam Litt, after a long life of bachelorhood, was married last month and, to celebrate the event, bought his bride a new home and himself a new car.

Bridegrooms aren't the only proud Philadelphians. **Al Rodstein** is practically bursting with pride because, he claims, his daughter recognized him and almost tore off a finger from holding it so tightly.

Jack Brandt's numerous friends are glad to hear that his charming wife is recovering from her serious illness.

And now, we'll close with a bow to the lad who is taking the town by storm, **Vaughn Monroe,** the handsome young singer—who had to dodge kisses from his feminine fans during his personal appearance here. Local operators are cashing in by plugging his records through card displays . . . a hint for other towns where he will appear. ◆

—Harry Bortnick.

Andrews Nixes "Juke Box Jenny"

HOLLYWOOD — The Andrews Sisters, top-flight artists on the Automatic Phonograph Network in America, gave a sterling example of their loyalty to the phonograph operators who helped pyramid them to success when they turned down Universal Films offer to be starred in "Juke Box Jenny."

Universal offered the girls $50,000 and star billing but they rejected the offer stating they didn't want to do anything to hurt the phonograph business which has already made them rich. ◆

Automatic Promises New "Girl" Machine

CHICAGO — Maintaining the greatest secrecy, but hinting that operators will be able to use many of their own 35 m.m. candid camera shots of favorite models in their new machine, Automatic Games promises to present "Pep Show" in the near future.

"Pep Show," according to officials, is a five-play girl film machine, both in black and white transparency and in technicolor and kodachrome-color films. Famous New York and Hollywood models have posed for "Pep Show."

The old thrill of firing a gun is making Electric Defense Gun an unbelievable success, reports Automatic, labeling it a "natural" because you can hear it . . . see it fire . . . and feel it go . . . all for a penny! Quoting old-time operators on the gun which was tested for months and is heavy enough not to be knocked off the counter, Automatic says: "Electric Defense Gun is the greatest machine of its kind we have ever seen and will make plenty of steady profits for years to come." ◆

Complete from a Wurlitzer 850 to a battery of Wurlitzer Strollers, Sardi's, noted Hollywood location, offers its patrons a 100% Wurlitzer automatic music setup. "Give the customers the best in automatic music and make it easy for them to play it." That's the philosophy of Sardi's, and it has worked out to perfection.

Bargain Mart

5c PER WORD, MINIMUM $1.00

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COIN COUNTERS AND WRAPPERS—
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

MAILING LIST—
of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, $5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

SLOT MACHINES REPAIRED—
Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

TROUBLED WITH SLUGS?—
REVIEW Slug Cards in your machines will stop this evil. Printed on heavy fancy bristol and citing Federal Law violations for slugging, these cards have stopped slugging for hundreds of operators. Order today at only 20c per dozen, plus 10c for handling and postage on all orders under $1.00. On orders over $1.00 we prepay postage. COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif. (P-TF)

FOR SALE—
25 Holly 1c Grip Scales, Excellent Condition, $7.50 each; lots of ten, $6.50 each. S. R. MONTCALM, 720 E. Cypress Street, Bastrop, La. (JJA-P)

FOR SALE—
Mills Free Play Mint Vendors, clean, A-1 condition. Same as new; used one month, $100.00. 25% deposit with order, balance C. O. D. PENN MINT SERVICE, 424 Foreland St., N.S., Pittsburgh, Pa. (JJA-P)

ARCADE EQUIPMENT WANTED—
Prefer nickel equipment. Like to have in lump, enough for an Arcade. Will take possession after Labor Day. Box 350, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

FOR SALE—
Attention, Penny Arcades. 65-note Nelson Wiggin electric coin-operated piano, perfect working condition, with six rolls, $50.00 f. o. b. Roswell, New Mexico. Address: Ginsberg Music Company, Roswell, New Mexico. (A-C)

WANT TO BUY—
Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Want 1 Tanforan. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (A-C)

SPECIAL—
We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 402 West 42nd, New York City. (AD-C)

Solution to Puzzle On Page 23

R	E	E	L	S		C	O	I	N	S
E	■	V	E	N	D	E	R	S	■	P
M	M	■	D	A	R	E	S	■	J	I
I	A	N	■	P	O	D	■	S	U	N
T	R	A	P	■	P	■	E	L	K	S
	B	M	I	S	■	T	R	E	E	
G	L	E	N	■	G	■	R	D	B	S
A	E	S	■	B	R	O	■	S	O	L
M	S	■	C	A	I	R	O	■	X	U
E	■	B	A	T	T	E	R	Y	■	G
S	T	A	R	S		D	E	E	D	S

BALL GUM MACHINES—
Two and three compartment bulk vendors, $1.50 up. Money back guarantee. PENNY KING CO., Pittsburgh, Pa. (A-P)

ATTENTION—
10 Kenney Texas Leaguers, latest deluxe models, slightly used, like new, $39.50 each. Few brand new in original cartons never unpacked $47.50 each. Specify penny or nickel play. 20 A.B.T. Big Game Hunters with numbered reels, latest 1941 cabinets, impossible tell from new, $19.50 each. If meters desired, add $2.00. A.B.T. folding stands, $3.00 each. 5 Scientific Batting Practice machines, $179.50 each. 25 Holly Grip Testers, 1941 models, some never used $8.50 each. Grip stands $2.50 each. 1 Bally Bulls Eye, $39.50. 1 Steel slot machine cabinet safe, single, never unpacked from original factory crate, $13.50. 2 Advance Vistascopes, marbilized finish, floor samples $15.00 each. Stands, $3.00 each. 1 Filmascope machine made by Klugh Company, has 8 assortments pictures, $14.50. Bally Streamline Hot Popcorn Vendors with Vanak slug-proof coin chutes, marbilized finish, $25.00 each. All machines guaranteed or returnable within 3 days at our expense. Terms ⅓ with order balance C.O.D. 5% discount on any order $50.00 or more providing full amount accompanies order. LEMKE COIN MACHINE, 31 West Vernor, Detroit, Michigan. (A-C)

PENNY ARCADE WANTED—
Will buy, lease, operate, manage or consider starting a new Arcade on a good amusement spot. Box 355, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (ASO-P)

FOR SALE—
Bargains! Automatic Payouts, Preakness, Turf Champs, Foto-Finish, Bally Derbys, Counter games. Write JOE BREAN, 3362 Herman Ave., San Diego, Cal. (A-P)

SLOT MACHINES REPAIRED—
Our Shop is equipped to do all major repairing and overhauling. We can furnish A1 mechanics to keep machines in perfect operation and any other help, such as change-makers, at your next stag. Prompt service calls. 24-hour service. We call and deliver. Minor adjustments and repairs made on location. COIN MACHINE SERVICE, 342 W. Cerritos Ave., Glendale, Calif. Phone: CItrus 3-3721. (A-P)

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August, 1941

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of

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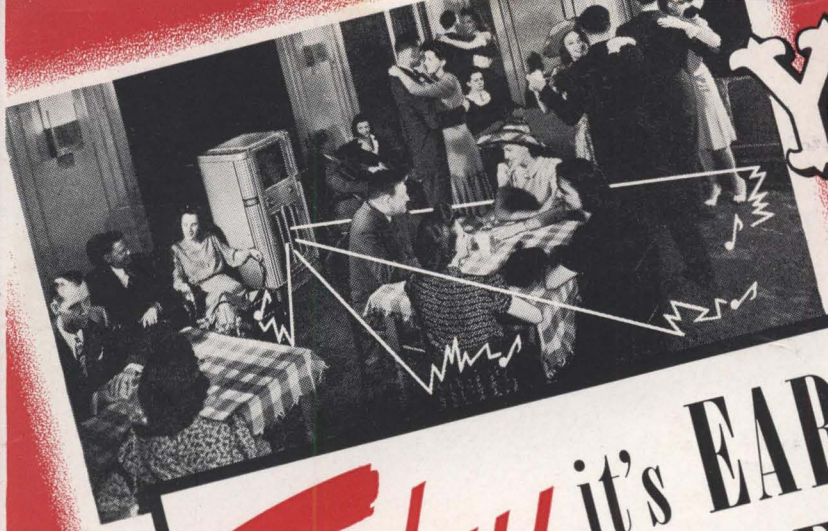

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